

**Senate Standing Committee on Education and Employment - Education**

**QUESTIONS ON NOTICE  
Budget Estimates 2014-2015**

**Cross Portfolio**

**Department of Education Question No. ED0131\_15**

**Senator Ludwig provided in writing.**

**Question**

**Dept & all agencies: Advertising**

1. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies. 2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial staff involvement in commissioning

**Answer**

The following areas within the Department of Education have provided responses:

**1. Early Childhood Education and Care (ECEC)**

The amount spent on advertising since 24 February 2014 is \$115,634.88 (GST inclusive). The advertising was for the community nomination process for the selection of the 2015 Home Interaction Program for Parents and Youngsters (HIPPY) sites. Adcorp Australia Limited (the Australian Government's advertising agency) placed this advertising nationally across a range of print, online and radio outlets. There were no production costs and advertising was approved by the Branch Manager, ECEC Business Improvement Support and HIPPY Branch. No ministerial staff were involved in the commissioning of this advertising.

**2. Youth**

The amount spent on advertising since 24 February 2014 is \$1,698.42 (GST inclusive). The advertising was for the expression of interest process for the Aboriginal and Torres Strait Islander Australian Government Young Member for the National Planning Group for National Youth Week 2015. The advertising appeared in the Koori Mail newspaper. There were no production costs and advertising was approved by the Branch Manager, Youth Affairs Branch. No ministerial staff were involved in the commissioning of this advertising.

The following agencies have provided responses:

**Australian Curriculum, Assessment and Reporting Authority (ACARA)**

Nil

**Australian Institute for Teaching and School Leadership (AITSL)**

Nil

**Tertiary Education Quality Standard Agency (TEQSA)**

Nil

**Australian Research Council (ARC)**

Nil

**Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)**

The amount spent on advertising since 24 February 2014 is \$1,100 (GST inclusive). The advertising outlined the opening of the National Native Title Registrations. The advertising appeared in the Koori Mail newspaper. There were no production costs and advertising was approved by the Communication Director. No ministerial staff were involved in the commissioning of this advertising.