

**Senate Standing Committee on Education and Employment**

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

**Cross Portfolio**

**Department of Employment Question No. EM0496\_15**

**Senator Ludwig provided in writing.**

**Question**

**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 or ministerial staff involvement in commissioning.

**Answer**

1. Since the Additional Estimates in February 2014 the Department has spent \$85,197 (excl GST) on advertising.
2. Advertising was in relation to the Tasmanian Jobs Programme and the Department of Employment's graduate programme.

Advertising for the Tasmanian Jobs Programme totalled \$76,811 and was approved by an officer within the Department. The advertising appeared in local Tasmanian media outlets. The Minister for Employment was briefed on the campaign.

Advertising for the Department of Employment's graduate programme totalled \$8,386, and was approved by a human resources officer within the department.

Graduate advertising appeared in the following:

- University of NSW website
- University of Technology website
- Grad Connection
- Career Hub (advertising on university websites)
- Indigenous Jobs Australia (online)
- Koori Mail/National Indigenous Times (print and online)
- olderworkers.com.au

All costs listed above are inclusive of production costs.