

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2014-2015

Agency - Fair Work Ombudsman

Department of Employment Question No. EM0501_15

Senator Ludwig provided in writing.

Question

FWO - 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 it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

Answer

From 1 March 2014 – 31 May 2014 the Fair Work Ombudsman spent a total of \$10,288.10 on advertising costs. All advertising was approved within the Fair Work Ombudsman. There was no ministerial or ministerial staff involvement in the commissioning.

Advertising campaign	Amount spent 1 March to 31 May 2014	Supplier	When the advertising appeared	Where the advertising appeared
Online learning/Hiring Guide digital promotion	\$4,887.48 (incl. fees, commission)	Universal McCann	23 March 2014	Facebook promoted posts
Korean Workers Digital Campaign	\$5,165.40 (incl. fees, commission)	Universal McCann	10 March - 7 April 2014	Facebook promoted posts, range of Korean news websites
Local education visit on 7 and 8 April 2014	\$235.22	AdCorp	2 April 2014	Arafura Times - Northern Territory