

**Senate Standing Committee on Education and Employment**

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

**Cross Portfolio**

**Department of Employment Question No. EM0567\_15**

**Senator Ludwig provided in writing.**

**Government advertising**

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
  - a. List each item of expenditure and cost.
  - b. List the approving officer for each item.
  - c. Detail the outlets that were paid for the advertising.
  
2. What government advertising is planned for the rest of the financial year?
  - a. List the total expected cost.
  - b. List each item of expenditure and cost.
  - c. List the approving officer for each item.
  - d. Detail the outlets that have been or will be paid for the advertising.

**Answer**

Since Additional Estimates in February 2014 the department has spent \$85,197 excluding GST on programme and job advertising.

Advertising for the Tasmanian Jobs Programme totalled \$76,811 and was approved by an officer within the department.

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

Costs for both are inclusive of production costs.

Universal McCann and Adcorp, the government's media buying agencies, were paid for the media placement.

No further advertising is planned for the 2013-2014 financial year.