

Senate Standing Committee on Education and Employment - Education

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

Cross Portfolio

Department of Education Question No. ED0504_15

Senator Ludwig provided in writing.

Question

Dept & all agencies: Advertising

Since Budget Estimates in June, 2014: 1. How much has the Department/Agency spent on Advertising? 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. 3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

Answer

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

Schools and Youth

Since Budget Estimates in June 2014, the Youth Engagement Team has spent \$99,013.20 (GST and service fee inclusive) on advertising across various platforms including Facebook, Twitter, Google and YouTube. These advertising costs are for the National Youth Awards 2015 application period. The approving officer was the Branch Manager, Access, Engagement and Youth Branch. The advertising was commissioned through the Australian Government's contracted media agency, Mitchell's Adcorp Alliance. No additional advertising is planned for the rest of the financial year.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA)

Since Budget Estimates in June 2014, ACARA has spent \$3,000 (GST inclusive) on advertising. The advertising was for a Seek Job Ad Pack of 20 placements in September 2014. The Manager of Human Resources approved the Seek Job Ad Pack 20 and a standout advertisement feature. The advertising was commissioned through the Australian Government's contracted media agency, Mitchell's Adcorp Alliance.

No additional advertising is planned for the rest of the financial year.

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

Since Budget Estimates in June 2014, AIATSIS has spent \$5,663.90 (GST inclusive) on advertising across various media platforms. These advertising costs included a job advertisement, tender and event advertisements. The approving officer was relevant Program Director's. The advertising was commissioned through Macquarie

publishing, Australian Associated Press, Facebook, Adcorp Australia, Fairfax and Newstate Media.

Australian Institute for Teaching and School Leadership (AITSL)

Since Budget Estimates in June 2014, AITSL has spent \$42,493.92 (GST inclusive) on advertising. The advertising was for a Facebook advertisement - \$1,269.22, Australian Educator display ad - \$5,033.60, Australian Teacher - \$3,375.90, Education Review, six display ads - \$31,132.20, Principal Matters, display advertisement - \$1,650.00. The advertisements were approved by the Chief Executive Officer or Manager, Communications Online and Social Media.

Australian Research Council (ARC)

Nil

Tertiary Education Quality Standard Agency (TEQSA)

Since Budget Estimates in June 2014, TEQSA has spent \$5,278.90 (GST inclusive) on advertising. The advertising was for an Internet listing of excess sublease space in TEQSA's office premises. The advertising was commissioned through Blaze Advertising. This spending was approved by the then Acting Chief Commissioner and CEO.