

**Senate Standing Committee on Education and Employment**

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

**Agency - Workplace Gender Equality Agency**

**Department of Employment Question No. EM1255\_15**

**Senator Ludwig provided in writing**

**Question**

**WGEA – 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**

1. \$5,000.
- 2 – 3. The advertising cost of \$5,000 was for social media advertising for the Agency's pay equity campaign. It appeared on an unknown number of appropriate websites that are targeted through a dedicated seeding platform. There were no production costs. The cost was approved by the Agency with no Ministerial involvement.