

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION
LEGISLATION COMMITTEE**

**2004-2005 ADDITIONAL SENATE ESTIMATES HEARING
17 FEBRUARY 2005**

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Office of the Employment Advocate

Question Number: W164-05

Question:

Senator **Marshall** asked at *Hansard* page **8/9**:

In regards to OEA advertising –

- (a) what is the level of paid advertising engaged in by OEA
- (b) what did the advertisements promote
- (c) what was their purpose
- (d) how many ads were there and over what period of time
- (e) what media was used
- (f) how much did it cost, in a state breakdown, of the nine press ads placed in Victoria leading up to the introduction of common rule declarations on 1 January. Please provide the total and a disaggregated cost and provide details on when exactly these ads were placed and how much they cost.

Answer:

- (a) In the current financial year, the OEA has engaged in paid advertising to the value of \$40,122.84 (exc GST).
- (b) These advertisements promoted Australian workplace agreements (AWAs) as an option to employers and employees in Victoria.
- (c) Their purpose was to counter misleading or imbalanced reporting regarding AWAs appearing late in 2004.
- (d) Nine advertisements appeared over the period 4 to 31 December 2004.
- (e) The advertisements appeared in two Melbourne newspapers, *The Age* and the *Herald Sun*.
- (f) A cost breakdown is provided in the table below.

Newspaper	Date	Cost
<i>The Age</i>	Sat 4 Dec 04	\$3,628.80
	Thu 9 Dec 04	\$2,541.00
	Sat 11 Dec 04	\$3,628.80
	Mon 27 Dec 04	\$2,541.00
	Wed 29 Dec 04	\$2,541.00
THE AGE TOTAL		\$14,880.60
<i>Herald Sun</i>	Sun 5 Dec 04	\$5,435.64
	Wed 8 Dec 04	\$6,780.48
	Sun 26 Dec 04	\$5,435.64
	Fri 31 Dec 04	\$6,780.48
HERALD SUN TOTAL		\$24,432.24
Advertisement design costs		\$810.00
GRAND TOTAL (ex GST)		\$40,122.84