

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

**2005-2006 ADDITIONAL SENATE ESTIMATES HEARING
16 FEBRUARY 2006
EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

QUESTIONS ON NOTICE

Outcome 1: **Efficient and effective labour market assistance**

Output Group 1.2: **Labour market programme management and delivery**

Output 1.2.2: **Employment Services**

Question Number: **W688-06**

Question: Senator Wong asked in writing: Please detail what the \$6.4 million for the welfare to work publicity campaign will be spent on.

Answer:

The Welfare to Work package allocated \$28.94 million over three years for communication purposes. The 2005–06 Budget allocation is \$8.51 million.

A communication strategy, including mass media campaign, is being developed to communicate the reforms. It is envisaged that the budget for the first year of the campaign will be allocated as follows:

Activity	Budget (\$ ex GST)
Research	600,000
Public relations	160,000
Creative agency and advertising production	900,000
Media (TV, radio, print, internet, outdoor)	5, 700,000
Printing and distribution	330,000
Industry and Employer Seminar Series	525,000
Employer of the Year Awards	150,000
Website development and staffing	145,000
Total	\$8,510,000

The remaining budget allocation for the out years has not yet been determined.