

**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 2: Higher productivity, higher pay workplace

Output Group 2.1: Workplace relations policy and analysis

Output 2.2.1: Workplace relations policy advice

Question Number: W734-06

Question:

Senator Bartlett asked in writing:

During the WorkChoices advertising campaign how much money did the Government spend buying advertising space on 1) free to air television 2) subscription television 3) radio 4) newspapers 5) internet 6) any other medium (please specify)

Answer:

1. \$19,235,971.47 was spent on television advertising for the campaign. This figure represents total television expenditure (no further breakdown is available for free to air and subscription television).
2. See (1) above.
3. \$3,710,295.72 (includes metropolitan and regional radio).
4. \$7,386,740.88 (includes national, metropolitan, primary regional, regional, suburban and rural newspapers).
5. \$420,761.04
6. \$900,545.03 (for NESB media)
\$80,570.17 (for indigenous media)
\$38,038.00 (print media for handicapped)

Note: All figures GST exclusive.