

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

**2006-2007 ADDITIONAL SENATE ESTIMATES HEARING
15 FEBRUARY 2007
EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

QUESTIONS ON NOTICE

Outcome 1: Efficient and effective labour market assistance

Output Group1.2: Labour market programme management and delivery

Output 1.2.2: Employment Services

Question Number: W1081-07

Question:

Senator Wong asked at *Hansard* page 119: Welfare to Work communications – Please provide details of the campaign's media buy, including expenditure to date and forecast, in the 2006-07 financial year.

Answer:

The total media buy for 2006-07 is estimated at \$7,013,240 (exc GST) and is broken down as follows:

Expenditure to Date:

- **Phase One media buy (July 2006) - \$1,080,634**
- **Phase Two media buy (Nov 2006) - \$2,682,606**

Forecast spend

- **Phase Three media buy (June 2007) - \$3,250,000**

Estimated cost: Using the FOI calculator, to prepare this answer it has taken approximately 4 hours at an estimated cost of \$70.