

**Senate Standing Committee on Education Employment and Workplace Relations**

**QUESTIONS ON NOTICE  
Additional Estimates 2009-2010**

**Outcome: Cross Portfolio**

**DEEWR Question No.EW0870\_10**

**Senator Barnett provided in writing.**

**Question**

**GOVERNMENT ADVERTISING**

What communications programs has the Department/Agency undertaken, or are planning to undertake? For each program, what is the total spend?

**Answer**

The department regularly conducts communication activities to support policies and programs with external audiences and stakeholders.

With regard to campaign advertising in the current financial year, the department undertook the new employment services campaign, supporting Job Services Australia (JSA). The cost of advertising was \$2,814,635 (including GST). Total campaign expenditure to date is \$6,884,116 (including GST). No further activity is planned or anticipated.