Senate Standing Committee on Education Employment and Workplace Relations

QUESTIONS ON NOTICE Additional Estimates 2009-2010

Outcome: Cross Portfolio

DEEWR Question No EW0925 10

Related to DEEWR Question No. EW0924 10

Senator Cash provided in writing.

Question

ADVERTISING AND MARKETING EXPENDITURE

How much has the Department spent on advertising and marketing since November 2007? How does the department justify this expenditure?

Answer

The department publishes details of advertising and marketingpayments in its Annual Report each financial year, including particulars of the amounts paid, and to whom. Advertising expenditures from November 2007 to June 2009 can be ascertained from the 2007-08 and 2008-09Annual Reports, available on the department's website.

Advertising expenditure for the 2009-10 financial year to date (July 2009 to January 2010) totalled approximately \$ 5.1 million (GST exclusive), comprising:

Campaign advertising expenditure

\$ 3.42 million

— The primary objective of this campaign advertising expenditure was to inform, raise awareness and increase knowledge and understanding of the Government's new employment services program, Job Services Australia, by registered and potential job seekers, employers and the general community.

Non-campaign advertising expenditure

\$ 1.68 million

 The primary objective of this non-campaign advertising expenditure was to support the department's ongoing operational activities, like one-off advertisements related to staff recruitment, tenders, invitations for submissions, or other public notices.