

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

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

Outcome 4 - Employment & Participation Policy

DEEWR Question No.EW0983_10

Senator Cormann asked on 10/02/2010, Hansard page 97.

Question

ADVERTISEMENT OF JOBS FUND

Senator CORMANN—My questions were asked in the context of there being different ways in which to skin a cat if you want to achieve a particular outcome, which is why I asked how the government advertised those grants under the Jobs Fund. The answer I got was that advertisements were placed in the following national and regional newspapers: the Sydney Morning Herald, the Age, the Australian, the Canberra Times, the Hobart Mercury, the West Australian, the Brisbane Courier-Mail, the Adelaide Advertiser, the Northern Territory News. So far, so good. But then there are the Burnie Advocate, the Launceston Examiner, the Illawarra Mercury, the Ipswich Advertiser and the Albert and Logan News. Who made the decision to choose those particular regions? Ms Paul—They represent the priority areas. They are some of the 20 priority areas, which we have discussed in these series of calls. Senator CORMANN—You corrected yourself there quite relevantly: they do not represent the priority areas. They represent some of the priority areas. I think you will find that all of those regional newspapers just happen to represent some of the priority areas that are in Labor electorates. CHAIR—It is a bit tough in Tassie not to! Ms Paul—I think actually this was round 1, and I think these are the first seven priority areas. We would have to check..... Senator CORMANN—Before you go on notice, the Burnie Advocate has a circulation of 26,172, appears Mondays to Saturdays, and it covers the marginal Labor electorate of Braddon. The Launceston Examiner covers the marginal electorate of Bass. The Illawarra Mercury covers the electorate of Cunningham, which was held by the Greens for a little while. The Ipswich Advertiser covers the electorate of Blair, which was held by a Liberal member of parliament before the last election and which is now held by Mr Shayne Neumann. The free Albert and Logan News covers an area south of Brisbane which includes the electorate of Mr Craig Emerson. It seems quite convenient that the prioritisation of announcing priority employment areas is such that you target your advertising on Labor electorates. Why did you not—..... Senator CORMANN—The Minister for Employment Participation has focused on many an occasion on the challenges in North Queensland, for example, in Cairns and Townsville. The Herbert electorate, which is a Liberal-held electorate, has some significant employment challenges, and it is covered by the Townsville Bulletin. Why didn't you advertise in the Townsville Bulletin? Ms Paul—We will check this for you, but I think the answer is precisely what I just said, which is that these were advertised in the seven which had been announced first. It may well be that the next round also advertised in Cairns and so on.

Answer

The Jobs Fund was announced by the Prime Minister on 5 April 2009 – as were the first seven priority areas.

Round 1 of the Jobs Fund was advertised in major national newspapers (*Canberra Times, Sydney Morning Herald, Melbourne Age, The Australian, Hobart Mercury, West Australian, Brisbane Courier Mail, Adelaide Advertiser, Northern Territory News*) on 18 April 2009. It was also advertised in major regional newspapers in the seven announced priority areas and on the DEEWR website. The decision on where to advertise was made by the Department.