

Senate Standing Committee on Education Employment and Workplace Relations

**QUESTIONS ON NOTICE
Additional Estimates 2012-2013**

Cross Portfolio

DEEWR Question No. EW0844_13

Senator Back provided in writing.

Refers to previous DEEWR Question No EW0443_13

Question

Advertising- financial year to date

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

The total cost of all advertising for the financial year to 22 March 2013 is \$187 432 (GST exclusive).

The following table includes all advertising and communication activities committed to by the department in the 2012–13 financial year:

Program	Campaign or non-campaign	Advertising spend*	Supplier	Has the Dept. Finance and Deregulation provided advice?	Has the PRG and ICC provided advice?	Did the advertising comply with the Guidelines?
Corporate Champions – advertising for events	Non-campaign	\$14,025	Adcorp Australia Limited	N/A	N/A	N/A
Budget Based Funding Review – advertising for consultation sessions	Non-campaign	\$25,109	Adcorp Australia Limited	N/A	N/A	N/A
Teach Next - advertising for Intake 2 participation	Non-campaign	\$85,853	Adcorp Australia Limited	N/A	N/A	N/A
Queensland Workers Assistance Package – advertising for expos and information sessions	Non-campaign	\$55,708	Adcorp Australia Limited	N/A	N/A	N/A
National Literacy & Numeracy Week 2012	Non-campaign	\$6,737	Adcorp Australia Limited	N/A	N/A	N/A

* *Figures GST exclusive*

The Independent Communications Committee (ICC), Peer Review Group (PRG) and Department of Finance and Deregulation (DoFD) did not provide advice about any of the above items as they were non-campaign and not subject to review under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The following table includes all **planned** advertising and communication activities by the department in the 2012–13 financial year as known at 22 March 2013:

Program	Campaign or non-campaign	Proposed Advertising spend*	Supplier	Has the Dept. Finance and Deregulation provided advice?	Advice from PRG and ICC?	Does the advertising comply with the Guidelines?
Resources Sector Jobs Board (aimed at increasing awareness of the Resources Sector Jobs Board www.jobsboard.gov.au)	Campaign	\$217,247	Universal McCann	Yes	N/A	Yes
Experience+ (aimed to raise awareness and encourage take up of Australian Government programs aimed at increasing the levels of mature age employment participation)	Campaign	\$850,000	Universal McCann	Yes	Yes	Yes

* *Figures GST exclusive*

The ICC and PRG did not provide advice in relation to the Resources Sector Jobs Board campaign, as campaigns under \$250 000 are not subject to review under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.