

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

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Question Number: W102-05

Question:

Senator Murray provided in writing:

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project.

Please provide this information by the next sitting of the Senate on 15 June 2004.

Answer:

Current advertising projects over \$100,000

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
Job Network and JobSearch employer campaign	To: <ul style="list-style-type: none"> • increase the number of employers in targeted industries to use Job Network and JobSearch services for their recruitment activities • increase awareness and understanding of Job Network and Job Search among employers, how they work and how to access them. 	Employers within selected industry segments: <ul style="list-style-type: none"> • Accommodation, Cafes & Restaurants; • Retail; • Manufacturing • Property & Business Services; • Health & Community Services. 	The Minister for Employment Services	Press advertising in general, regional and trade magazines.	Universal McCann Lavender	Yes	Yes	\$511,407 (exclusive of GST) Advertising \$396,099 Creative Fees \$115,308

