

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

**2006-2007 BUDGET SENATE ESTIMATES HEARING
29TH AND 30TH MAY 2006
EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

QUESTIONS ON NOTICE

Outcome 1: **Efficient and effective labour market assistance**

Output Group 1.2: **Labour market programme management and delivery**

Output 1.2.2: **Employment Services**

Question Number: **W057-07**

Question:

Senator Wong asked in writing: Please provide updated details (laid out as per W688-06) on how the Welfare to Work Communications budget is being spent?

Answer:

The Welfare to Work package allocated \$28.996 million over four years for communication purposes (year four funding for Employer of the Year Awards only).

The budget for 2005-06 (year one) of the campaign was \$8.51 million. A communication strategy, including mass media campaign, was developed to communicate the reforms and the budget spent as follows:

Activity	Expenditure (\$ ex GST)
Research	610,724
Public relations	122,714
Creative agency fees and advertising production	827,248
Media (TV, radio, print, internet, outdoor)	5,998,005
Printing and distribution	203,305
Industry and Employer Seminar Series	446,194
Employer of the Year Awards	148,723
Website development and staffing	153,809
Total	\$8,510,722