

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

**QUESTIONS ON NOTICE
Budget Estimates 2010-2011**

Cross Portfolio

DEEWR Question No. EW0049_11

Senator Barnett provided in writing.

Question

GOVERNMENT ADVERTISING

What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend? (by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.) A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

Answer

The department regularly conducts communication activities to support policies and programs with external audiences and stakeholders.

Since the Additional Estimates, the department has undertaken a short advertising campaign to communicate extension of the Apprentice Kickstart program. The cost of the campaign was \$209,415.40 (incl GST).

A proposed Child Care Rebate information campaign is still subject to consideration by the Independent Communication Committee. This campaign is estimated to cost approximately \$800,000 of which \$132,072.80 (incl GST) has already been allocated for the purpose of research.

The cost of Building the Education Revolution roadside signage and plaques over this period was \$474,968 million.