

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2005-2006 SUPPLEMENTARY ESTIMATES HEARING

**Outcome:** 2

**Output Group:** 2.2 – New Apprenticeships

#### **DEST Question No. E504\_06**

Senator Wong asked on 2 November, EWRE Hansard page 12.

*Refers to DEST Question No 162\_06*

#### **Question:**

*Ms Paul: We will have to find out for you when the expenditure came and how that related to the close of books. I am sure that will be the reason - that we had to close the books at the end of the financial year and update the expenditure, but we will find out why.*

What was that spend on?

This referred to the difference between the answer provided to E162\_06 and the final 2004-05 spend on New Apprenticeships promotional activity of \$2.3m.

#### **Answer:**

*New Apprenticeships Promotional Activity*

E162\_06 provided an estimate of \$100,000 being spent on New Apprenticeships advertising in 2004-05. This included \$12,426 as a final payment for the 2004 campaign advertising and an estimated \$90,000 of non-campaign advertising in the form of publications such as the White Pages and Career Expo booklets. The answer included expenditure directly on advertising.

The final 2004-05 expenditure for New Apprenticeships marketing, including advertising and general promotional activity was \$2.3m. This expenditure includes promotional activities that are not classified as advertising such as:

- the distribution of almost a million pieces of printed promotional product including brochures, flyers and fact sheets;
- attendance at all major Career Expos nationwide; and
- the maintenance of the 1800 inquiry line for New Apprenticeships.