

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 SUPPLEMENTARY ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E583_07

Senator Wong asked on 1 November 2006, EWRE Hansard page 99.

Question:

(In relation to the Skills for the Future Campaign) what is the expenditure to date and what has been committed to date?

Answer:

Expenditure and committed funds on the Skills for the Future campaign as at 1 November 2006

Key element of campaign	Committed funds (GST excl)	Expended funds (GST excl)
Creative agency - Campaign Palace/red cell	\$2,291,444	\$988,293
Market Research Agency (Worthington Di Marzio)	\$270,350	\$0
Media Buy - Universal McCann (includes despatch costs of \$100,000)	*\$16,577,053	\$0
Printing of Information Products	\$600,000	\$0
TOTAL	\$19,738,847	\$988,293

*This figure includes costs for three phases of advertising. The first two phases of the campaign will be monitored, and this will inform any decision about a third phase of the campaign. Note the Department did not receive any invoices from Universal McCann until 6 November 2006.