

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

**2006-2007 SUPPLEMENTARY BUDGET SENATE ESTIMATES HEARING
2ND NOVEMBER 2006**

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Outcome: Cross Portfolio

Question Number: W568-07

Question:

Senator Marshall asked in writing

How much was spent on advertising by DEWR in 2005 and 2006 to date? For each advertising campaign, please provide details about (a) the name of the campaign (b) dates of the campaign (c) what purpose the advertising served (d) how many adverts were placed (e) what media outlets were utilised (f) the cost of each advert.

Answer:

The Department of Employment and Workplace Relations spent \$39,369,439 in 2005 and in 2006, to 1 December, has spent \$13,816,133 on three advertising campaigns. The three campaigns are detailed in the following table.

DEPARTMENT OF EMPLOYMENT AND WORKPLACE RELATIONS
 ADVERTISING CAMPAIGNS—2005 AND 2006

	<i>(a) the name of the campaign</i>	<i>(b) dates of the campaign</i>	<i>(c) what purpose the advertising served</i>
FIRST CAMPAIGN	Pre-implementation WorkChoices communication campaign	Print and radio advertisements: 9 to 24 July 2005 Television, radio and print advertisements: 9 to 30 October 2005	To ensure all Australians were aware of their rights and responsibilities under the proposed WorkChoices system.
SECOND CAMPAIGN	Support the System that Supports You – voluntary compliance campaign	Phase one: 4 September to 15 October 2005. Phase two: 6 to 19 November 2005 Phase three: 29 January to 11 February 2006 Phase four: 26 February to 11 March 2006	To encourage Centrelink customers to correctly report changes in circumstances that may affect their payment and to increase awareness of the seriousness, consequences and penalties relating to non-compliance.
THIRD CAMPAIGN	Helping people move into work – the Welfare to Work campaign	Phase one: Main 4 June to 15 July 2006; Magazines and Internet 4 June to 5 August 2006 Phase two: Main 5 to 25 November 2006; Magazines November 2006 to 7 April 2007	To announce the changes around the Australian Government's Welfare to Work initiative, announced in the 2005 Budget, and to encourage employers to consider a wider workforce.

**DEPARTMENT OF EMPLOYMENT AND WORKPLACE RELATIONS
ADVERTISING CAMPAIGNS—2005 AND 2006**

<i>(d) how many adverts were placed</i>																																																				
FIRST CAMPAIGN	<p>Television (national, metropolitan, regional) 34 ads of either 90, 60, 45 or 15 seconds</p> <p>Newspaper (national, metro, regional, suburban, rural) 4 consecutive pages, 1 double page spread</p> <p>Radio (metro and regional) 25 ads of either 60, 45, 30 or 15 seconds</p> <p>Non-English Speaking Background (13 languages) Radio: 1 each of 60, 45, 30 and 15 seconds Press: 1x mono ad (10cm x 3col) Press: 4 consecutive pages, 1 double page spread</p> <p>Indigenous Radio: 25 ads of either 60, 45, 30 or 15 seconds Press: 1x mono ad (38cm x 7col)</p> <p>Print handicapped Radio: 25 ads either 60, 45, 30 or 15 seconds</p> <p>Internet Various sites</p>																																																			
SECOND CAMPAIGN	<p>Television ads (metropolitan and regional, including SBS and subscription) 3x 30 seconds 6x 15 seconds</p> <p>Newspaper ads (metropolitan, regional, rural and suburban, including NESB and Indigenous) 5x mono ads (18cm x 4col) 5x mono ads (12cm x 3col)</p> <p>Radio ads (metropolitan and regional, including NESB, Indigenous and print handicapped) 6x 30 seconds 4x 15 seconds</p> <p>Internet Range of sizes (banner and Block)</p>																																																			
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DEPARTMENT OF EMPLOYMENT AND WORKPLACE RELATIONS
 ADVERTISING CAMPAIGNS—2005 AND 2006

	<i>(e) what media outlets were utilised</i>	<i>(f) the cost of each advert</i>																								
FIRST CAMPAIGN	Television, newspaper, radio, NESB, Indigenous, Internet	<p>It is not feasible to determine the cost of each individual advertisement. The following figures are for each advertising medium and do not include GST:</p> <p style="text-align: right;">2005</p> <table> <tr> <td>Television</td> <td style="text-align: right;">\$18,710,000</td> </tr> <tr> <td>Print</td> <td style="text-align: right;">\$10,121,000</td> </tr> <tr> <td>Radio</td> <td style="text-align: right;">\$3,609,000</td> </tr> <tr> <td>Internet</td> <td style="text-align: right;">\$409,000</td> </tr> <tr> <td>NESB</td> <td style="text-align: right;">\$875,000</td> </tr> <tr> <td>Indigenous media</td> <td style="text-align: right;">\$78,000</td> </tr> <tr> <td>Print handicapped</td> <td style="text-align: right;">\$37,000</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">\$33,839,000</td> </tr> </table>	Television	\$18,710,000	Print	\$10,121,000	Radio	\$3,609,000	Internet	\$409,000	NESB	\$875,000	Indigenous media	\$78,000	Print handicapped	\$37,000	Total	\$33,839,000								
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