

Senate Standing Committee on Finance and Public Administration

BUDGET ESTIMATES – 27 MAY 2010 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Advertising expenditure

Question reference number: HS16

Senator: FIFIELD

Type of question: Hansard, F&PA page 99

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Question:

Ms Carmody—We have very low advertising expenditure. I would have to get the exact figure for you. It is primarily advertorial type work where we are trying to encourage employers at the local level to identify jobs for people with a disability. We will give a good news story and pay for the ad in the local rags. That is quite effective in encouraging employers to come forward with job vacancies for our job seekers.

Senator FIFIELD—If you could obtain information for 2008-09 and for 2006-07.

Ms Carmody—Yes.

Answer:

CRS Australia did not have any expenditure in 2006-07 and 2008-09 on advertising or awareness campaigns.

CRS Australia's general advertising expenditure was as follows:

Financial year	Total
2008-09	\$214,258
2006-07	\$180,225