



# Budget 2022-23

This information is accurate as at 29 March 2022.

## Boosting Participation and Building Australia's Workforce

CATEGORY: Job seekers

The Department of Education, Skills and Employment (DESE) will initiate an advertising campaign. This campaign will introduce and educate employers about the new employment services and introduce the new Workforce Australia brand.

Workforce Australia will be the new masterbrand to frame all employment and skills communication going forward. It will consolidate 50 existing brands to simplify the user experience and replace jobactive.

This measure is not subject to the passage of legislation.

### **Who does this measure affect?**

This affects job seekers, business owners and employers who are looking to fill a job vacancy.

### **When will this start and finish?**

The advertising campaign development will start from July 2022 and end by 30 June 2024.