

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 367-368

Topic: Recruitment Costs (ABS)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

367. How much was spent on recruitment advertising in 2011-12? How much of this was spent online and how much of this was spent on print advertising?

Please list where recruitment advertising was listed online and in print media.

368. How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?

Please list where recruitment advertising was listed online and in print media

Answer:

367. & 368.

	2011-12			2012-13 YTD Oct 2012		
	\$			\$		
	Press	Web	Total	Press	Web	Total
APS	144,500	43,300	187,800	7,400	12,800	20,200
Graduate	5,500	34,500	40,000	-	-	-
Indigenous	2,600	500	3,100	2,800	800	3,600
Interviewer	100,800	5,800	106,600	4,000	800	4,800
Total	253,400	84,100	337,500	14,200	14,400	28,600

Web = SEEK, CAREERONE, MYCAREER and LINKEDIN

Press = Indigenous and rural newspapers for indigenous and interviewer

Press = Major metropolitan newspapers for APS and Graduate