

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

13 – 14 February 2013

Question: AET 190-193

Topic: Government Advertising

Written: Received from Committee – 22 February 2013

Senator BUSHBY asked:

190. What is the total cost of all advertising for the financial year to date (22 February 2013)?
191. Is the advertising *campaign* or *non-campaign* advertising? Provide details of each advertising, including the program that the advertising was for, the total spend and the business that provided the advertising services.
- a. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - b. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - c. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
192. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
193. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

190. The total cost of the Treasury's recruitment advertising for the current financial year to date is \$28,082.
191. All of the Treasury's recruitment advertising for the financial year to date has been non-campaign with all bookings made through Adcorp. Details of these advertisements are listed below:

Vendor	Program	Cost (\$)
Adcorp	Recruitment advertising - Board Appointments	2,061
Adcorp	Recruitment advertising – general vacancies	158
Adcorp	Recruitment advertising – general vacancies	442

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Adcorp	Recruitment advertising – graduate recruitment	16,336
Adcorp	Recruitment advertising – general vacancies	217
Adcorp	Recruitment advertising – general vacancies	217
Adcorp	Recruitment advertising – general vacancies	4,705
Adcorp	Recruitment advertising – general vacancies	4,046
	Total	28,082

a. No.

b. No.

c. The advertising undertaken was not part of a campaign.

192. Treasury did not undertake any other communications programs.

193. The Treasury is not planning any campaign or non-campaign communications programs.