

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 363-364

Topic: Recruitment Costs (APRA)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

363. 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.

364. 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:

363. The Australian Prudential Regulation Authority (APRA) spent \$130,860.83 on recruitment advertising in 2011-12. APRA spent \$66,412.21 on online advertising and \$39,258.62 on print advertising. APRA spent \$25,190 on graduate recruitment advertising which consisted of both print and online advertising. All sums exclude GST.

All roles externally advertised were advertised on line; print advertising was used for certain senior and specialist roles.

364. APRA spent \$19,871.72 on recruitment advertising during the financial year to 26 October 2012. APRA spent \$8,425.75 on online advertising and \$4,705.53 on print advertising. APRA spent \$6,740.44 on graduate recruitment advertising which consisted of both print and online advertising. All sums exclude GST.

All roles externally advertised were advertised on line; print advertising has been used for certain senior and specialist roles.