Question: **SBT 365-366**

Topic: **Recruitment Costs (ACCC)**

Written: **Received from Committee – 26 October 2012**

Senator BUSHBY asked:

365.   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.

366.   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:

365. The breakdown of recruitment advertising costs for the period 2011-12 is as follows:

Recruitment advertising costs 2011-12	
Online advertising	$51 037.07
Press adverting	$21 016.60
Total	**$72 053.67**

Recruitment advertising for the period 2011/12 occurred through the following media sources.

Online:
- MyCareer
- Seek
- Careerone.com.au
- Linkedin.Com – Banner and emails

Print:
- Adelaide Advertiser
- Australian
- Australian Financial Review
- Brisbane Courier Mail
- Canberra Times
- Melbourne Age Classified

- Melbourne Age Display – Recruitment
- Northern Territory News
- Sydney Morning Herald Classified
- Sydney Morning Herald Display Recruitment
- West Australian

366.   The breakdown of recruitment advertising costs for the current financial year 2012-13 (to 31 October 2012) is as follows:

Recruitment Advertising Costs – 2012-13 FYTD	
Online advertising	3 562
Press advertising	$0
Total	**3 562**

Recruitment advertising for the 2012-13 financial year to date occurred through the following media sources:

Online:
- MyCareer
- Seek
- Careerone.com.au
- Linkedin.Com – Banner and emails

Print:
- Nil