

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 136

Hearing: Supplementary Budget Estimates

Outcome: Corporate

Programme: Corporate Strategies Division

Topic: Portfolio Wide – Public Service Efficiencies – Recruitment Advertising

Hansard Page: N/A

Question Date: 27 November 2013

Question Type: Written

Senator Ludwig asked:

Provide an update of moving recruitment advertising online. Is any recruitment still in printed materials, and if yes, why?

What are the estimated savings for each year over the forward estimates?

Answer:

Department of the Environment¹

The Department advertised in metropolitan papers on three occasions this financial year. Two advertisements were for Statutory Office Holder positions, the Director of National Parks and the Chief Executive Officer of the National Water Commission. These positions were roles that required specialist expertise/experience and were declared hard to fill positions requiring more visibility to attract quality applicants. The other occasion was the advertising of the Australian Antarctic expeditioner vacancies. These positions were critical to the effective operation of Antarctic and sub-Antarctic stations and required more visibility in order for the Department to attract a high quality field of applicants.

A Special Measures role was also advertised in the Koori Mail, National Indigenous Times and the Nowra South Coast Register (regional newspapers). All other recruitment advertising has been advertised online.

With very few exceptions (such as those detailed above) the Department moved its recruitment advertising from the print media to online advertising in 2008, prior to the whole of government restrictions on print media recruitment advertising introduced by the Department of Finance. Due to this savings cannot be estimated over the forward estimates.

¹ Includes information for the Director of National Parks

Bureau of Meteorology

The Bureau does not advertise in any printed media. Advertising has been done online for some time and no future savings are expected.

Great Barrier Reef Marine Park Authority

Where necessary the Authority advertises online. For the requested period no recruitment print media was undertaken

Limited savings have been made as a result of this process as the Authority used print media on limited occasions.

Murray Darling Basin Authority

The Authority ceased using print advertising in the 2011-12 financial year with the exception of graduate recruitment, which is advertised in Unigrad online and subsequently print media (Unigrad book) for distribution at careers fairs. This is part of the Unigrad advertising package.

Approximately \$10,000 per annum has been saved since 2011-12 as a result of moving to online recruitment.

National Water Commission

The Commission has moved to online recruitment advertising. It is not possible to quantify the estimated savings.

Sydney Harbour Federation Trust

No

For the 2013-14 financial year it is estimated the Trust would have 16 recruitment campaigns. The average cost for paper advertisement is \$1,500.00 whereas the average multi site online advertisement cost \$600.00. The estimated savings would be \$14,400 per financial year.

Clean Energy Regulator

The Clean Energy Regulator is committed to support the Australian Government's *Non-Campaign Recruitment Advertising Policy*. The Clean Energy Regulator will continue to work with Adcorp (the Government's preferred provider) to advertise recruitment online.

In line with the *Non-Campaign Recruitment Advertising Policy*, the Clean Energy Regulator has advertised specialist Senior Executive Service roles. These positions have been published in newspapers such as the Canberra Times and the Financial Review.

The *Non-Campaign Recruitment Advertising Policy* was already in place when the Clean Energy Regulator was established on 2 April 2012. This policy has always formed part of internal recruitment advertising policies and as such no saving measures can be estimated.

Climate Change Authority

The Climate Change Authority has ceased to conduct any recruitment advertising in printed form.

Due to very limited recruitment advertising in print media since the Authority was established on 1 July 2012, it is not possible to quantify savings over the forward estimates.