

**Senate Finance and Public Administration Legislation Committee
—Budget Estimates Hearing—May 2014**

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Advertising**

Question: **225**

Written: **Senator Ludwig**

Date set by the committee for the return of answer: 11 July 2014

1. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

Answer

1. The department spent \$8,153 excluding GST on Advertising from February 2014 to June 14.
2. Please refer to the following table for detail of each advertising item.

Type	Advertising appeared	Costs ex GST	Delegate
Recruitment	seek.com.au	222.87	HR Services
Recruitment	careerspot.com.au	304.70	HR Services
Recruitment	seek.com.au	222.87	HR Services
Recruitment	seek.com.au	259.25	HR Services
Recruitment	seek.com.au	259.25	HR Services
Recruitment	seek.com.au	695.75	HR Services
Recruitment	seek.com.au	259.25	HR Services
Recruitment	seek.com.au	259.25	HR Services
Media Advertising	Universal McCann	899.14	Parliamentary Experience
Media Advertising	Universal McCann	300.00	Parliamentary Experience
Media Advertising	Universal McCann	464.20	Parliamentary Experience
Media Advertising	Universal McCann	220.00	Parliamentary Experience
Media Advertising	Universal McCann	2,858.08	Parliamentary Experience
Media Advertising	Universal McCann	928.40	Parliamentary Experience

There was no ministerial or ministerial staff involvement in commissioning.