

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

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Government advertising**

Question: **245**

Written: **Senator Ludwig**

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

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
 - a. List each item of expenditure and cost
 - b. List the approving officer for each item
 - c. Detail the outlets that were paid for the advertising
2. What government advertising is planned for the rest of the financial year?
 - a. List the total expected cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item
 - d. Detail the outlets that have been or will be paid for the advertising

Answer

1. Total amount has spent on government advertising (including job ads) since Additional Estimates in February, 2014 is \$8,153 excluding GST. This relates to recruitment advertising and media advertising- 25 Treasures Exhibition and Heritage Tours.
 - a. See table below.
 - b. See table below.
 - c. See table below.

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

2. The department currently does not have any specific planned expenditure on government advertising through the remainder of the financial year.