

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Department of the Senate

Budget Estimates

26-30 May 2014

Question: 26

Topic: Advertising

Written: 12 June 2014

Senator LUDWIG asked:

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:

The department paid \$2,448 for a subscription to APSJobs (the *Gazette*) for the period from 1 July 2013 to 30 June 2014. No other recruitment advertising costs have been incurred.

The department had spent \$31,977 on advertising in national newspapers for public hearings for various Senate Committees since 24 February 2014.

All external advertising is through Adcorp under the Central Advertising System managed by the Department of Finance.