

## Senate Community Affairs Legislation Committee

### SUPPLEMENTARY ESTIMATES - 18 OCTOBER 2012 ANSWER TO QUESTION ON NOTICE

#### Human Services Portfolio

**Topic:** Recruitment Costs

**Question reference number:** HS 74

**Senator:** Boyce

**Type of question:** Written question

**Date set by the committee for the return of answer:** 7 December 2012

**Number of pages:** 2

**Question:**

- a) 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?
- b) Please list where recruitment advertising was listed online and in print media.
- c) 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?
- d) Please list where recruitment advertising was listed online and in print media.

**Answer:**

- a) In the 2011-12 financial year \$457,870 was spent on recruitment advertising:
  - \$177,870 on online advertising; and
  - \$280,000 on print advertising.
- b) In the 2011-12 financial year, recruitment advertising was listed on the following online sites:
  - AHRI (Australian Human Resources Institute) online;
  - ASORC (Australian Institute of Rehabilitation Counsellors) online;
  - Australian Doctor;
  - Career Hub;
  - CareerOne;
  - HR Careers - AIHR;
  - Indigenous Jobs Australia;
  - MyCareer;
  - NCAH (Nursing Carers Allied Health);
  - Physiotherapy.asn.au ;
  - Psychxchange.com.au ;
  - Tweed Daily News online;
  - SEEK; and
  - Wjobs.com.au (West Australian).

In the 2011-12 financial year, recruitment advertising was listed in the following print media:

- Adelaide Advertiser;
  - The Australian;
  - Australian Financial Review;
  - Brisbane Courier Mail;
  - Canberra Times;
  - Daily Telegraph;
  - Hobart Mercury;
  - Melbourne Age Classified;
  - Northern Territory News;
  - Sydney Morning Herald; and
  - The West Australian.
- c) In the current financial year, 1 July 2012 to 30 September 2012, \$47,054 was spent on recruitment advertising:
- \$31,433 on online advertising; and
  - \$15,621 on print advertising.
- d) In the current financial year, 1 July 2012 to 30 September 2012, recruitment advertising was listed on the following online sites:
- AASWNAT- Australian Association of Social Workers (AASW);
  - ACS.ORG.AU (Australian Computer Society);
  - Alicespringsnews.com.au ;
  - ASORC (Australian Institute of Rehabilitation Counsellors) online;
  - Australian.com.au ;
  - Australian Doctor;
  - Career Hub;
  - CareerOne;
  - Indigenous Jobs Australia;
  - Medical Observer online;
  - MyCareer;
  - NCAH (Nursing Carers Allied Health);
  - OT Australia;
  - Psychxchange.com.au ; and
  - SEEK.

In the current financial year, 1 July 2012 to 30 September 2012, recruitment advertising was listed on the following print media:

- Alice Springs Centralian Advocate;
- Australian Family Physician;
- Australian Doctor;
- Darwin Sun/Palmerston Sun;
- Katherine Times;
- Kimberly Echo;
- Koori Mail;
- Medical Observer;
- National Indigenous Times; and
- Tennant and District Times.