

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.