

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 912-913

Topic: Government Advertising (ABS)

Written: 5 March 2014

Senator LUDWIG asked:

912. How much has been spent on government advertising (including job ads) since 7 September 2013?
- 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
913. 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:

912. \$39,939.49.

a and c – Items of expenditure, the amount and the supplier were:

Amount	Description	Supplier
Advertising		
\$350.74	Survey assistance advertising	ADCORP AUSTRALIA LTD
\$385.81	Ad for survey respondents	ADCORP AUSTRALIA LTD
\$653.04	Replacement advert for survey	ADCORP AUSTRALIA LTD
\$922.58	Cog Testing	ADCORP AUSTRALIA LTD
\$300.27	Advertising with newspaper: Coober Pedy R Times.	COOBER PEDY REGIONAL TIMES
\$2,118.91	2016 Census advertising : Canberra Times / Chronicle	ADCORP AUSTRALIA LTD

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Graduate Recruitment Advertising		
\$330.00	Graduate Advertising	AAGE
\$1,500.00	Forum session fees	GRADCONNECTION
\$9,995.00	Forum session fees	GRADCONNECTION
General Recruitment Advertising		
\$589.06	Recruitment - PSO interviewer: 14/008.	ADCORP AUSTRALIA LTD
\$589.06	Recruitment ad costs: WA.	ADCORP AUSTRALIA LTD
\$1,400.47	Recruitment - PSO Interviewer NT. 13/0134.	ADCORP AUSTRALIA LTD
\$1,874.03	Recruitment ad costs: TAS.	ADCORP AUSTRALIA LTD
\$2,571.98	Recruitment ad costs: SA.	ADCORP AUSTRALIA LTD
\$4,140.97	Recruitment ad costs: NSW.	ADCORP AUSTRALIA LTD
\$12,217.57	APS Jobs Subscription 2013-14 financial year	AUST PUBLIC SERVICE COMMISSION

\$39,939.49

913. (a-d). Spending proposals are decided on a case by case basis with consideration of the purpose for advertising, which is to facilitate the conduct of business for the Australian Bureau of Statistics.