

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: AOFM

Question: AET 3605-3608

Topic: Government advertising/marketing

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3605. How much has been spent by the department / agency on marketing?

- a) List the total cost
- b) List each item of expenditure and cost
- c) List the approving officer for each item.
- d) Detail the ministerial or ministerial staff involvement in the commissioning process.
- e) Which firm provided the marketing?

3606. How much has been spent by the department / agency on government advertising (including job ads)?

- a) List the total cost
- b) List each item of expenditure and cost
- c) Where the advertising appeared
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that were paid for the advertising.

3607. 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) Where the advertising will appear
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that have been or will be paid for the advertising.

3608. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer:

3605. Nil.

3606. (a) For the period 14 September 2015 to 19 February 2016, total amount of \$19,022 was spent on government advertisement.

(b) to (d)

Purpose	Outlets	Approver	Cost
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HR – Job advertisement (Online job portals)			
Administration support officer	Adzuna, Career One and Seek	Head Reporting and IT	\$745
Head of Treasury Services	efinancialcareers.com.au and Seek	CEO	\$1,043
APS5 analyst	Career Hub, efinancialcareers.com.au, Unigrad.com.au and Seek	Manager HR	\$1,489
APS5 analyst (accountant)	My Career, Career Hub, Seek, Career One	CFO	\$1,175
Contract manager	Career One and Seek	Manager HR	\$1,071
Senior dealer	efinancialcareers.com.au and Seek	Manager HR	\$1,256
	Subtotal		\$6,779
Investor Relation – Promote government securities			
AGS	KangaNews Magazine insert	CEO	\$12,243
	Subtotal		\$12,243
	TOTAL		\$19,022

(e) Nil.

(f) All advertisements used the whole-of-government media booking agent – Dentsu Mitchell (previously Mitchell and Partners Australia Pty Ltd).

3607. There are no advertising plans for the remainder of the year.

3608. Attached.