

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates 2014
3 June to 5 June 2014

Department/ Agency: APRA

Question: BET 1621-1622

Topic: Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

1621. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014 *? Including through the use of agencies.
1622. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

* Since 26 February 2014

Answer:

1621. The Australian Prudential Regulation Authority (APRA) spent \$15,632.53 on recruitment advertising during the period of 26 February to 12 June 2014.
1622. APRA does not conduct campaign advertising. There is no planned expenditure on advertising, however as positions become vacant APRA will advertise to fill those positions when required.