

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates 2012

18 October 2012

Question: SBT 371-372

Topic: Recruitment Costs (ATO)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

371. 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?

Please list where recruitment advertising was listed online and in print media.

372. 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?

Please list where recruitment advertising was listed online and in print media.

Answer:

371. In 2011-12, the ATO spent \$301,979 (including GST) on recruitment advertising including:

- \$143,310 spent on online recruitment
- \$158,669 spent on print advertising.

Table 1 – Online Publications: where online recruitment advertising was placed

2011-12 Online Publications
ADNEWS ONLINE
AHRI.COM.AU (AUSTRALIAN HUMAN RESOURCES INSTITUTE)
API.ORG.AU (AUSTRALIAN PROPERTY INSTITUTE)
BANDT.COM.AU
CAREERHUB.COM.AU
CAREERONE.COM.AU
CPAAUSTRALIA.COM.AU
ETHICALJOBS.COM.AU
GOOGLE
GRADCONNECTION.COM.AU
ICAA.ORG.AU
INDIGENOUSJOBSAUSTRALIA.COM.AU
MYCAREER
PATHWAYS AUSTRALIA - E-BULLETIN
PROBONOAUSTRALIA.COM

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RMIT UNIVERSITY
SA.API.ORG.AU (AUSTRALIAN PROPERTY INSTITUTE) SA DIVISION
SEEK
TAXINSTITUTE.COM.AU
VIC.API.ORG.AU (AUSTRALIAN PROPERTY INSTITUTE)
WHIRLPOOL.NET.AU/JOB

Table 2 – Print Publications: where print recruitment advertising was placed

2011-12 Print Publications
ALBURY BORDER MAIL
ALICE SPRINGS CENTRALIAN ADVOCATE
AUSTRALIAN
AUSTRALIAN FINANCIAL REVIEW
AUSTRALIAN GOVERNMENT DIRECTORY
CANBERRA TIMES
GRADUATE OPPORTUNITY
ILLAWARRA MERCURY
KOORI MAIL - FORTNIGHTLY – WEDNESDAY
LAWYERS WEEKLY
MELBOURNE AGE CLASSIFIED
MELBOURNE AGE DISPLAY – RECRUITMENT
NATIONAL INDIGENOUS TIMES
NORTHERN TERRITORY NEWS
SYDNEY MORNING HERALD CLASSIFIED
SYDNEY MORNING HERALD DISPLAY RECRUITMENT
UNIMAIL
WEST AUSTRALIAN

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372. In 2012-13 to 31 October 2012, \$24,420 (including GST) was spent on recruitment advertising including:

- \$23,862 spent on online recruitment
- \$558 spent on print advertising.

On 1 July 2012, the ATO has moved to online recruitment advertising in accordance with the new Department of Finance and Regulation's Non-campaign Recruitment Advertising Policy. However, in some instances in accordance with the Policy, the ATO advertises in regional newspapers.

Table 3 – Online Publications: where online recruitment advertising was placed

2012-13 (to 31 October 2012) Online Publications
ALIA.ORG.AU - AUSTRALIAN LIBRARY & INFORMATION ASSOC
API.ORG.AU (AUSTRALIAN PROPERTY INSTITUTE)
CAREERHUB.COM.AU
ITJOBS.COM.AU
LAWYERSWEEKLY.COM.AU
SEEK

Table 4 – Print Publications: where print recruitment advertising was placed

2012-13 (to 31 October 2012) Print Publication
ALBURY BORDER MAIL