

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: APRA

Question: SBT1263-1264

Topic: Government advertising

Reference: written - 30 October 2014

Senator: Ludwig, Joe

Question:

1263. How much has been spent on government advertising (including job ads)*?

- 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

1264. 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

** period 2 June to 30 October 2014.*

Answer:

1263. The Australian Prudential Regulation Authority (APRA) spent \$12,877.93 on advertising for recruitment during the period 2 June to 30 October 2014.

- a) Advertising was for general recruitment. APRA does not conduct campaign advertising.
- b) The approving officer for the recruitment advertising was the General Manager Human Resources.
- c) Advertising was through SEEK, LinkedIn and government agency ADCORP.

1264. There is no planned expenditure on advertising, however as positions become vacant APRA will advertise to fill those positions.