

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Supplementary Budget Estimates
2014 - 2015

Department/Agency: APRA
Question: SBT1396-1398
Topic: Advertising
Reference: written - 30 October 2014
Senator: Ludwig, Joe

Question:

Since Budget Estimates in June, 2014*:

- 1396. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
- 1397. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
- 1398. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

** period 2 June to 30 October 2014.*

Answer:

- 1396. The Australian Prudential Regulation Authority (APRA) spent \$12,877.93 on recruitment advertising during the period 2 June to 30 October 2014.
- 1397. 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.
- 1398. Not applicable.