

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Supplementary Budget Estimates
2015 - 2016

Department/Agency: APRA
Question: SBT 813-814
Topic: Government Advertising
Reference: written - 30 October 2015
Senator: Wong, Penny

Question:

Since 1 January 2015:

813. 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
814. 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

Answer:

813. The Australian Prudential Regulation Authority (APRA) spent \$114,830.95 on advertising for recruitment during the period 1 January to 30 October 2015.
- 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.
814. There is no planned expenditure on advertising, however as positions become vacant APRA will advertise to fill those positions.