

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ABS

Question: 982-983

Topic: Government advertising

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

Since 1 January 2015:

982. 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

983. 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:

982. \$377,967.84 was spent on non-campaign advertising for the period 1 January to 30 October 2015. No campaign advertising was undertaken during this period.

a) Refer to the table below:

Amount (\$)	Description	Outlet	Supplier/Vendor
Graduate Recruitment Advertising			
1,378.30	TSD Vacation Program	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
5,830.00	2016 Grad Program Internet Display	Advertising Banners, Facebook	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,081.25	2016 Grad Program advertising	Koori Mail	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,701.92	2016 Grad Program advertising	SEEK	DENTSU MITCHELL

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			MEDIA AUSTRALIA PTY LTD
General Recruitment Advertising			
196.60	Non-ongoing APS staff recruitment	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,378.30	Non-ongoing APS staff recruitment	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
196.90	Recruitment – Tasmanian office	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
24,246.73	SES B3 Recruitment	Australian Financial Review and The Australian	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
27,674.90	SES B3 Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
7,149.99	SES B3 Recruitment	The Economist	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
24,246.68	SES Jobs Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
16,186.52	SES Jobs Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
24,246.73	SES Jobs Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA

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			PTY LTD
16,147.98	SES Jobs Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,396.00	Advertisements for EL1 media manager and APS6 media officer positions	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
511.00	Advertisement for APS6 media officer position	SEEK and LinkedIn	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
187.00	Advertisement for APS6 media officer position	RadioInfo.com	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
511.00	Advertisement for EL1 media manager	SEEK and LinkedIn	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
187.00	Advertisement for EL1 media manager	Radioinfo.com	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
473.00	Advertisement for APS5 digital media officer position	SEEK and LinkedIn	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
Population Survey Operations Recruitment Advertising			
607.92	2015 PSO National Ongoing Interviewer Recruitment Advertising	Moreland Leader	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
416.85	2015 PSO National Ongoing Interviewer Recruitment Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
492.55	2015 PSO National Ongoing	Various	DENTSU

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	Interviewer Recruitment Advertising		MITCHELL MEDIA AUSTRALIA PTY LTD
620.93	2015 PSO National Ongoing Interviewer Recruitment Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
356.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
356.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,405.06	2015 PSO National Ongoing Interviewer Recruitment Advertising	NT Advocate and NT News	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
598.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
479.95	2015 PSO National Ongoing Interviewer Recruitment Advertising	The Advocate (Tas)	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
504.79	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
3,075.95	2015 PSO National Ongoing Interviewer Recruitment Advertising	West Australian and Mandurah Mail	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
279.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA

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			PTY LTD
626.20	2015 PSO National Ongoing Interviewer Recruitment Advertising	Latrobe Press	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
2,624.00	2015 PSO National Ongoing Interviewer Recruitment Advertising	Parramatta adv / Fairfield City Campus	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
404.45	2015 PSO National Ongoing Interviewer Recruitment Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
976.35	2015 PSO National Ongoing Interviewer Recruitment Advertising	Hume Leader	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
697.81	2015 PSO National Ongoing Interviewer Recruitment Advertising	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
824.49	2015 PSO National Ongoing Interviewer Recruitment Advertising	Various (SA)	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
279.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
4,036.03	2015 PSO National Ongoing Interviewer Recruitment Advertising	Herald Sun	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,317.49	2015 PSO National Ongoing Interviewer Recruitment Advertising	St Marys Star	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,163.73	2015 PSO National Ongoing Interviewer Recruitment	Southern Courier	DENTSU MITCHELL

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	Advertising		MEDIA AUSTRALIA PTY LTD
1,498.73	2015 PSO National Ongoing Interviewer Recruitment Advertising	Canterbury Torch	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
2,044.83	2015 PSO National Ongoing Interviewer Recruitment Advertising	Albert & Logan News Southern Star	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
279.84	2015 PSO National Ongoing Interviewer Recruitment Advertising	SEEK	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
379.78	2015 PSO National Ongoing Interviewer Recruitment Advertising	Lighting Ridge News	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
Address Canvassing Recruitment Advertising			
7,500.90	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
20,590.63	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
20,114.48	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
2,332.36	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
60,256.11	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA

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			PTY LTD
196.90	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,800.99	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
11,730.59	Address Canvassing Officer Recruitment – May 2015	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
2,291.19	Address Canvassing Officer Recruitment – May 2015	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
8,742.12	Address Canvassing Officer Recruitment – April 2015	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
5,401.97	Address Canvassing Officer Recruitment – April 2015	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
7,992.39	Address Canvassing Officer Recruitment – April 2015	Facebook	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
827.30	Address Canvassing Officer Recruitment NSW	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
479.58	Address Canvassing Officer Recruitment NSW	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
29,008.46	Address Canvassing Officer Recruitment – March 2015	Regional newspapers	DENTSU MITCHELL

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1,808.15	Address Canvassing Officer Recruitment	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
1,800.99	Address Canvassing Officer Recruitment	Various (NSW)	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
6,252.50	Address Canvassing Officer Recruitment	Google	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD
7,562.50	Advertising expenses for 2016 Census – Digital assets	Various	DENTSU MITCHELL MEDIA AUSTRALIA PTY LTD

Recruitment for Address Canvassing positions commenced in March 2015 and concluded in September 2015. There were approximately 970 Address Canvasser positions across Australia. Address Canvassing is the main strategy for improving the quality of the ABS Address Register, which is a register of all addresses in Australia required to support the future ABS household survey program, including the 2016 Census. Address Canvassers were responsible for reviewing addresses in a defined geographic area and recording their findings. The data collected helped to identify and correct missing, incomplete or duplicate addresses and provide information about address use (e.g. residential or commercial).

- b) To attempt to provide this level of detail would involve an unreasonable diversion of departmental resources.
- c) Refer to the table above.

983. Non-campaign advertising, including job advertising, is planned on a case-by-case basis with consideration of ABS business needs. Job advertising to recruit up to 39,000 temporary, casual field staff to support the 2016 Census of Population and Housing (Census) is expected to be undertaken throughout February and May 2016.

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Campaign advertising for the 2016 Census is expected to commence in the latter half of the 2015-16 financial year – the 2016 Census will be held on Tuesday, 9 August 2016.

Campaign and recruitment planning, including advertising rates negotiation, is currently underway. All such advertising will be commissioned in line with relevant Government advertising policies and placed through the Government's Master Media Agency (MMA), Dentsu Mitchell.