

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**ADDITIONAL ESTIMATES 2015-16**

Finance Portfolio  
9 February 2016

**Department/Agency:** All  
**Outcome/Program:** General  
**Topic:** Government advertising/marketing

**Senator:** Ludwig  
**Question reference number:** F125  
**Type of question:** Written  
**Date set by the committee for the return of answer:** Friday, 1 April 2016

**Number of pages:** 3

**Question:**

Since the change of Prime Minister on 14 September 2015:

1. How much has been spent by the department / agency on marketing?
  - a) List the total cost
  - b) List each item of expenditure and cost
  - c) List the approving officer for each item.
  - d) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
  - a) List the total cost
  - b) List each item of expenditure and cost
  - c) Where the advertising appeared
  - d) List the approving officer for each item.
  - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - f) Detail the outlets that were paid for the advertising.
3. 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) Where the advertising will appear.
  - d) List the approving officer for each item.
  - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - f) Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

**Answer:**

For the period 14 September 2015 to 9 February 2016:

<b>Department/ Agency</b>	<b>Response</b>
Finance	<ol style="list-style-type: none"><li>1. Nil.</li><li>2.<ol style="list-style-type: none"><li>a) \$11, 654.17 (GST incl).</li><li>b) GradConnection.</li><li>c) GradConnection website.</li><li>d) A/g Director, Learning and Development.</li><li>e) Nil.</li><li>f) GradConnection.</li></ol></li><li>3. Nil.</li><li>4. Approval forms are administrative documents internal to the Department of Finance and not provided for public release.</li></ol>
Australian Electoral Commission	<ol style="list-style-type: none"><li>1. Nil.</li><li>2.<ol style="list-style-type: none"><li>a) \$363,640 (GST excl).</li><li>b) – d) and f). To provide this level of detailed information would be an unreasonable diversion of agency resources.</li><li>e) No.</li></ol></li><li>3. The AEC is unable to advise as this is dependent on the announcement of the election and when this occurs.</li><li>4. Approvals are not sought from the Prime Minister or Minister. Approvals are received from appropriate AEC delegates. To collate all approvals would be an unreasonable diversion of agency resources.</li></ol>
Commonwealth Superannuation Corporation	<ol style="list-style-type: none"><li>1. Nil.</li><li>2. Costs are GST exclusive.<ol style="list-style-type: none"><li>a) \$15,374.69.</li><li>b)<ul style="list-style-type: none"><li>• 3<sup>rd</sup> Act testimonial video (\$8,400)</li><li>• SEEK Job Ad Pack 23.12.2015 (\$2,050)</li><li>• SEEK Ad Feature Policy Writer 14.1.16 (\$15)</li><li>• SEEK Ad Feature Policy Writer 14.1.16 (\$35)</li><li>• Recruitment, Senior Manager Accounting Services (\$4874.39)</li></ul></li><li>c) <u>General Advertisement</u> On the 3<sup>rd</sup> Act website – <a href="http://www.the3rdact.com.au">www.the3rdact.com.au</a> <u>Job Advertisements</u> All SEEK advertisements appeared on the SEEK website – <a href="http://www.seek.com.au">www.seek.com.au</a></li><li>d) <u>General Advertisement</u> 3<sup>rd</sup> Act testimonial video – Head of Product and Distribution <u>Job Advertisement</u><ul style="list-style-type: none"><li>• SEEK Job Ad Pack 23.12.2015 - HR Business Partner, People and Culture.</li><li>• SEEK Ad Feature Policy Writer 14.1.16 - General Manager, People</li></ul></li></ol></li></ol>

Department/ Agency	Response
	<p>&amp; Culture.</p> <ul style="list-style-type: none"> <li>• SEEK Ad Feature Policy Writer 14.1.16 - General Manager, People &amp; Culture.</li> <li>• Recruitment advert, Senior Mgr Accounting Services - General Manager, People &amp; Culture.</li> </ul> <p>e) Nil.</p> <p>f) <u>General Advertisement</u> Wildbear Entertainment. <u>Job Advertisements</u> SEEK.</p> <p>3. Nil.</p> <p>4. Approvals provided in accordance with CSC protocols.</p>
Future Fund Management Agency	<p>1. Nil.</p> <p>2. Costs are GST exclusive.</p> <ul style="list-style-type: none"> <li>a) \$755.</li> <li>b) Recruitment advertising - \$755 (1 x advertisement).</li> <li>c) efinancialcareers.com.au.</li> <li>d) HR Director.</li> <li>e) Nil.</li> <li>f) Dentsu Mitchell Media Australia Pty Ltd.</li> </ul> <p>3. \$14,059 planned for the rest of the financial year.</p> <ul style="list-style-type: none"> <li>a) \$14,059.</li> <li>b) Recruitment advertising - \$14,059 (includes advertisements and Australian Public Service Gazette notices).</li> <li>c) efinancialcareers.com.au; indeed.com.au; glassdoor.com.au and Public Service Gazette.</li> <li>d) HR Director.</li> <li>e) N/A.</li> <li>f) Dentsu Mitchell Media Australia Pty Ltd and Australian Public Service Commission.</li> </ul> <p>4. N/A recruitment advertising only.</p>