

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014-15

Finance Portfolio

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

Senator: Ludwig

Question reference number: F188

Type of question: Written

Date set by the committee for the return of answer: Friday, 11 July 2014

Number of pages: 3

Question:

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
 - 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.

2. 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:

Department/ Agency	Response
Finance	<p>Refer to F168 for Finance-specific Graduate recruitment advertising. The outlet was Paragon Printing.</p> <p>1. Total campaign advertising media expenditure by agencies subject to the <i>Financial Management and Accountability Act 1997</i> was \$14.5 million between 23 February and 3 May 2014 (inclusive).</p> <p>In relation to questions 1 a) – c), given the number of individual advertisements placed with hundreds of media outlets, the level of detail sought would involve an unreasonable diversion of departmental resources.</p> <p>2. There is no comprehensive plan for government advertising for the rest of the 2013–14 financial year. However, a number of ongoing advertising campaigns that are likely to continue during 2013–14 include Defence Force Recruiting (Defence), Digital Television – Retune (Communications) and Smartraveller (Foreign Affairs and Trade).</p> <p>In relation to question 2 a) – d), the level of detail sought for the campaigns referenced above would involve an unreasonable diversion of departmental resources.</p>

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Australian Electoral Commission	<p>1. For the period 25 February to 31 May 2014 an estimated \$2,015,079 has been spent.</p> <p><u>Education and Communications:</u></p> <p>a) - c) Refer to Budget Estimates 2014 F168 response.</p> <p><u>People Services – Job advertising:</u></p> <p>a) \$816 is estimated on the total cost of gazette notices. Actual costs are not paid to the APSC until the next financial year – invoiced in arrears. Refer <u>Attachment A</u>.</p> <p>b) Refer <u>Attachment A</u>. All positions requiring APSC approval were approved.</p> <p>c) All vacancies were advertised on apsjobs.gov.au only.</p> <p>2. For the period 1 June to 30 June 2014:</p> <p>a) \$153.</p> <p>b) Planned advertising costs are for 3 divisional staff (1x APS6 and 2x APS3) at an expected total cost of \$153.</p> <p>c) Electoral Commissioner and APSC.</p> <p>d) d) These vacancies were advertised on apsjobs.gov.au only.</p>																								
ComSuper	<p>1. Nil.</p> <p>2. ComSuper does not foresee any expenditure on advertising for the remainder of the financial year.</p>																								
Commonwealth Superannuation Corporation	<p>1. We are unable to give exact figures for the nominated period. For the period 1 January to 30 June 2014 the following has been spent on government advertising (including job ads) - \$75,522.</p> <table border="1" data-bbox="421 1043 1430 1727"> <thead> <tr> <th data-bbox="421 1043 635 1115">Campaign</th> <th data-bbox="635 1043 959 1115">Advertising costs and where appeared</th> <th data-bbox="959 1043 1241 1115">Who approved</th> <th data-bbox="1241 1043 1430 1115">Ministerial involvement</th> </tr> </thead> <tbody> <tr> <td data-bbox="421 1115 635 1216">Grow your super</td> <td data-bbox="635 1115 959 1216">\$12,480 – Canberra Times \$9,890 – PS News</td> <td data-bbox="959 1115 1241 1216">General Manager, Member and Employer Services</td> <td data-bbox="1241 1115 1430 1216">No</td> </tr> <tr> <td data-bbox="421 1216 635 1384">Redundancy</td> <td data-bbox="635 1216 959 1384">\$1200 – Canberra Weekly \$1,550 – City News \$4,964 – Canberra Times</td> <td data-bbox="959 1216 1241 1384">General Manager, Member and Employer Services</td> <td data-bbox="1241 1216 1430 1384">No</td> </tr> <tr> <td data-bbox="421 1384 635 1518">Salary Sacrifice</td> <td data-bbox="635 1384 959 1518">\$20,067 – Canberra Times \$9,890 – PS News \$6,500 – APN Outdoor</td> <td data-bbox="959 1384 1241 1518">General Manager, Member and Employer Services</td> <td data-bbox="1241 1384 1430 1518">No</td> </tr> <tr> <td data-bbox="421 1518 635 1619">CSCri</td> <td data-bbox="635 1518 959 1619">\$6,500 – APN Outdoor</td> <td data-bbox="959 1518 1241 1619">General Manager, Member and Employer Services</td> <td data-bbox="1241 1518 1430 1619">No</td> </tr> <tr> <td data-bbox="421 1619 635 1727">Job Ads</td> <td data-bbox="635 1619 959 1727">\$2,481 -Seek</td> <td data-bbox="959 1619 1241 1727">General Manager, Member and Employer Services</td> <td data-bbox="1241 1619 1430 1727">No</td> </tr> </tbody> </table> <p>2. Nil.</p>	Campaign	Advertising costs and where appeared	Who approved	Ministerial involvement	Grow your super	\$12,480 – Canberra Times \$9,890 – PS News	General Manager, Member and Employer Services	No	Redundancy	\$1200 – Canberra Weekly \$1,550 – City News \$4,964 – Canberra Times	General Manager, Member and Employer Services	No	Salary Sacrifice	\$20,067 – Canberra Times \$9,890 – PS News \$6,500 – APN Outdoor	General Manager, Member and Employer Services	No	CSCri	\$6,500 – APN Outdoor	General Manager, Member and Employer Services	No	Job Ads	\$2,481 -Seek	General Manager, Member and Employer Services	No
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Future Fund Management Agency	<p>1. Nil.</p> <p>2. No Spending is planned for the rest of the financial year.</p>																								

Publication Date	Classification	States	Location	Position Title	Position Number	Ongoing	Employment Type	Employment Type Note	Approving AEC Officer
27/02/2014	APS Level 6	NSW	Haymarket - NSW	Indigenous and Community Engagement Manager	N496	Ongoing			Electoral Commissioner
27/02/2014	APS Level 5	NSW	Sydney - NSW	Indigenous and Community Engagement Officer	N493	Ongoing			Electoral Commissioner
03/04/2014	APS Level 3	ACT, NSW	Canberra City - ACT; Wollongong - NSW	Divisional Office Clerk	WH0114	Ongoing			Electoral Commissioner
03/04/2014	APS Level 4	ACT	Canberra City - ACT	Project Officer	N1059	Ongoing			Electoral Commissioner
13/03/2014	APS Level 5	NSW	Wollongong - NSW	Assistant Divisional Office Manager	N1113	Ongoing			Electoral Commissioner
13/03/2014	APS Level 2	NSW	Kempsey - NSW	Divisional Office Assistant	N144	Non-ongoing	Specified term	Up to 12 months with possible extension	Electoral Commissioner
13/03/2014	APS Level 3	NSW	Kempsey - NSW	Divisional Office Clerk	N108	Non-ongoing	Specified term	Up to 12 months with possible extension	Electoral Commissioner
20/03/2014	Executive Level 1	ACT	Canberra - ACT	Senior Government Lawyer	102	Ongoing			Electoral Commissioner
10/04/2014	APS Level 5	NT	Darwin - NT	Indigenous Engagement Officer	Z40	Ongoing			Electoral Commissioner
10/04/2014	APS Level 6	SA	Port Augusta - SA	Divisional Returning Officer	S13	Ongoing			Electoral Commissioner
10/04/2014	APS Level 3	TAS	Hobart - TAS	Administrative Officer	T37	Ongoing			Electoral Commissioner
10/04/2014	APS Level 3	TAS	Launceston - TAS	Divisional Office Clerk	T7	Ongoing			Electoral Commissioner
10/04/2014	APS Level 4	TAS	Hobart - TAS	Project Officer	T87	Non-ongoing	Specified term	9 Months	Electoral Commissioner
24/04/2014	APS Level 3	NSW	Penrith - NSW	Divisional Office Clerk	N97	Ongoing			Electoral Commissioner
24/04/2014	APS Level 5	QLD	Brisbane City - QLD	Indigenous Community Engagement Officer	Q300	Ongoing			Electoral Commissioner
29/04/2014	APS Level 4	ACT	Parkes - ACT	Expression of Interest (APS Employees Only) - Executive Assistant	2109	Non-ongoing	Specified term	This vacancy will be filled for a period of 8 months.	Assistant Commissioner, People Services Branch