

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission

Outcome/Program: Cross Portfolio

Topic: Advertising

Senator: Ludwig

Question reference number: 320

Type of question: Written

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

Number of pages: 1

Question:

1. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
2. Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

Answer:

1. The Australian Public Service Commission (APSC) spent \$30,995 exclusive of GST on Advertising from 24 February 2014 to 31 May 2014, including through the use of an advertising agency.
2. There was one campaign advertising that cost \$26,530 exclusive of GST for Indigenous Recruitment Programmes. The advertising was approved by the Director for Indigenous Employment Programmes. There was no ministerial staff involvement in commissioning this advertising. This advertising appeared on the following media outlets:
 - Facebook
 - National Indigenous Times
 - Koori Mail
 - Deadly Vibe newsletter
 - Student Edge (electronic digital marketing)