

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

Outcome/Program:

Topic: Government advertising

Senator: Ludwig

Question reference number: 340

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 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:

Q1. The only advertising undertaken by the ANAO related to graduate recruitment. Advertising expenditure for the period 1 February - 31 May 2014 was \$3,237. All recruitment activity has been placed through the Media Placement Agency (Adcorp) in line with the Department of Finance Guidelines on Non-Campaign Recruitment Advertising.

Q2. No recruitment advertising is planned for the remainder of the financial year.