

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: 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:

1. The Australian Public Service Commission (APSC) has spent \$30,995 exclusive of GST on government advertising since the Additional Estimates on 24 February 2014 to 31 May 2014.
 - a. There were 16 items of expenditure: three for learning and development events with the total cost of \$4,465 excluding GST and 13 for Indigenous Pathways campaign advertising for \$26,530 excluding GST.
 - b. The approving officer was the Director of Events and Learning and Development Engagement and Director for Indigenous Employment Programs respectively.
 - c. The Canberra Times was the outlet for learning and development events and Universal McCann was the outlet for Indigenous Pathways campaign advertising.
2. One advertisement for learning and development is planned for the rest of the financial year. There is no more planned campaign advertising.
 - a. The cost is estimated to be \$1,488 (GST exclusive).
 - b. The expenditure will be for the marketing of learning and development programs. The detailed items of cost are not available at this stage.
 - c. The approving officer is the Director of Events and Learning and Development Engagement.
 - d. The outlet that will be paid for the advertising is the Canberra Times.