

**Senate Finance and Public Administration Legislation Committee  
—Supplementary Budget Estimates Hearing—October 2014**

**Answers to Questions on Notice**

**Parliamentary departments, Department of Parliamentary Services**

Topic: **Government advertising**

Question: **218**

Written **Senator Ludwig**

**Date set by the committee for the return of answer: 31 December 2014**

Since Budget Estimates in June, 2014:

1. How much has been spent on government advertising (including job ads)?
  - 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. As at 30 September 2014, the total amount spent on government advertising (including job ads) since Budget Estimates in June 2014 is \$4,816.55. This relates to recruitment advertising. Details in response to questions 1(a), (b) and (c) are contained in the table below.

<b>Type</b>	<b>Advertising appeared</b>	<b>Cost ex GST</b>	<b>Delegate</b>
Recruitment	LinkedIn Advertising	\$ 314.80	HR Services
Recruitment	SEEK & LinkedIn	\$ 415.30	HR Services
Recruitment	Fairfax Digital	\$ 3,280.00	HR Services
Recruitment	SEEK	\$ 159.00	HR Services
Recruitment	Australian Policy Online website	\$ 110.40	HR Services
Recruitment	SEEK	\$ 179.00	HR Services
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Recruitment	SEEK	\$ 179.00	HR Services

2. Since the period covered by these Questions on Notice and up to and including 12 November 2014, the Department has spent the sums below in relation to job ads as outlined. The Department does not have any specific planned expenditure on government advertising through the remainder of the financial year.

<b>Type</b>	<b>Advertising appeared</b>	<b>Cost ex GST</b>	<b>Delegate</b>
Recruitment	SEEK	\$ 179.00	HR Services
Recruitment	SEEK	\$ 249.00	HR Services
Recruitment	Jobs4Nurses and National Australian College of Nursing websites	\$ 249.25	HR Services
Recruitment	Jobs4Nurses and National Australian College of Nursing websites	\$ 153.55	HR Services