

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Additional Estimates Hearing – February 2010

Department of Finance and Deregulation

Finance and Deregulation Portfolio

Outcome 2, Program 2.1

Outcome 3, Program 3.1

Topic: Advertising and Marketing

Question reference number: F58

Type of Question: Written

Date set by the committee for the return of answer: 26 March 2010

Number of Pages: 4

Senator Ryan asked:

For all expenditure on advertising and marketing since December 2007:

- a) What is the cost, broken down by campaign/project?
- b) To whom was the contract awarded?
- c) What is the justification for the expenditure for each?

Answer:

Australian Public Service ICT Apprenticeship and Cadetship Programs

2008 – Marketing expenditure directed toward 2009 apprenticeship and cadetship programs

- a) \$9,700.00 Printing costs
- b) Giraffe Visual Communication Management P/L
- c) The need for ongoing marketing around the recruitment of upcoming ICT apprentice/cadet intakes.

2009 – Apprenticeship Program

- a) \$2,406.00 Marketing products
\$760.00 Career fairs and information nights
- b) Giraffe Communications Pty Ltd was the only supplier to which a contract was awarded for the period in question. No other contracts were entered into due to the low dollar value of multiple purchases from multiple suppliers that were engaged to meet the needs of the Department.
- c) The need for ongoing marketing around the recruitment of upcoming ICT apprentice/cadet intakes.

2009 – Cadetship Program

- a) \$2,659.15 Marketing products
\$1,760.75 Career fairs and information nights
\$8,650.00 Web and press advertising
- b) Giraffe Communications Pty Ltd was the only supplier to which a contract was awarded for the period in question. No other contracts were entered into

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due to the low dollar value of multiple purchases from multiple suppliers that were engaged to meet the needs of the Department.

- c) The need for ongoing marketing around the recruitment of upcoming ICT apprentice/cadet intakes.

2010 – APS ICT entry-level program

- a) \$2,666.00 Marketing products
\$3,842.55 Career fairs and information nights
\$10,008.67 Web and press advertising
- b) Giraffe Communications Pty Ltd was the only supplier to which a contract was awarded for the period in question. No other contracts were entered into due to the low dollar value of multiple purchases from multiple suppliers that were engaged to meet the needs of the Department.
- c) The need for ongoing marketing around the recruitment of upcoming ICT apprentice/cadet intakes.

Department of Finance and Deregulation Graduate Program

2008 (for 2009 Graduate Program)

- a) \$9,219.18 Re-printing and design of flyers
\$47,218.78 Press advertising
\$21,620.00 University Publication advertising (Unimail and Graduate Opportunities)
- b) Continuation of services from Couch Creative.
- c) In 2008 the Graduate program required some new promotional material to be designed due to changes in the Department, including its title. The press advertising expenditure for the program was higher in 2008 due to two recruitment rounds being conducted.

2009 (for 2010 Graduate Program)

- a) \$10,318.00 Re-print of promotional material
\$28,336.83 Press advertising
\$16,750.00 University Publication advertising (Unimail and Graduate Opportunities)
- b) Continuation of services from Couch Creative.
- c) Re-printing of marketing material was required.

2010 (for 2011 Graduate Program)

- a) \$10,348.80 Design of press advertisements, banner display systems, flyers printing
\$0 No Press advertising will occur for next year's program
\$14,230.00 University Publication advertising (Unimail and Graduate Opportunities)

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- b) All design concepts were done “in-house” by the Department, resulting in a significant saving. The Graduate Program will not be advertised in the press in 2010.
- c) The marketing material for the Finance Graduate Program needed to be re-done for the 2011 program. All design work was done “in-house” to reduce costs.

Department of Finance and Deregulation Career Starters’ Program

The Career Starters’ Program is an entry level program that recruits high achieving students after they have completed their Year 12 certificate. The program aims to provide candidates with a solid foundation for working in and contributing to the Australian Public Service.

2008 (for 2009 Career Starters Cohort)

- a) \$9,085.00 Design and printing of promotion flyers
- b) Continuation of services from Couch Creative.
- c) Completed as part of the marketing re-brand of Finance’s recruitment programs which began in 2007 with Couch Creative.

2009 (for 2010 Career Starters Cohort)

- a) \$2,735.70 Re-printing of flyers
- b) Continuation of services from Couch Creative.
- c) Small editing changes required and re-printing of material.

Members of Parliament (Staff) Vacancy Advertising

December 2007 till June 2009

- a) \$1,105,372.69
- b) HMA Blaze Pty Ltd
- c) Senators and Members of Parliament are entitled to have advertised on their behalf vacant positions within their offices.

June 2009 till February 2010

- a) \$440,404.11
- b) Adcorp Australia Limited
- c) Senators and Members of Parliament are entitled to have advertised on their behalf vacant positions within their offices.

Electorate Office Relocation Advertising

December 2007 till June 2009

- a) \$52,947.37
- b) HMA Blaze Pty Ltd
- c) Senators and Members of Parliament are entitled to have advertised on their behalf the relocation of their electorate office.

June 2009 till February 2010

- a) \$7,322.66

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Finance and Deregulation Portfolio

- b) Adcorp Australia Limited
- c) Senators and Members of Parliament are entitled to have advertised on their behalf the relocation of their electorate office.