

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL 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: 208

Type of question: Written

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

Number of pages: 1

Question:

1. How much has been spent on government advertising (including job ads) since 7 September 2013?
 - 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 \$5,953 on government advertising from 7 September 2013 to 28 February 2014.
 - a. There were 4 items of expenditure, all on advertising for learning and development events.
 - b. The approving officer was the Director of Events and Learning and Development Engagement.
 - c. The outlet that was paid for the advertising was the Canberra Times.
2. One advertising item is planned for the Indigenous Pathway Program for the rest of this financial year.
 - a. The estimated cost of the planned campaign advertising is \$44,000 (GST inclusive)
 - b. The expenditure will be for the marketing of the Indigenous pathways program. The detailed items of cost are not available at this stage.
 - c. The approving officer will be the Group Manager for Employment Policy and Participation.
 - d. The outlet that will be paid for the advertising is Universal McCann.