

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
AUSTRALIAN FEDERAL POLICE

**Question No. 109**

**Senator Ludwig asked the following question at the hearing on 31 October 2006:**

For the years 2001-02, 2002-03, 2003-04, 2003-04, 2005-06:

- (a) How much money was spent on recruiting campaigns?
- (b) Was there a target recruitment figure for those campaigns; if so (i) what was the target; and (ii) what was the actual number of persons recruited for that year. If not, why not?

**The answer to the honourable senator's question is as follows:**

- (a) The only recruitment campaign run by the AFP since 2001 was in the period November 2002 to April 2003. The amount of money spent on the campaign was approximately \$463,500. This included costs for consulting support in the development and the delivery of the new AFP brand.
- (b) The target set for the recruitment against the new policy proposals was an additional 520 police recruits from April 2002 to October 2003. This target was met within the planned timeframes.