

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-11, 23 February

Question: E11-080

OUTCOME 1: Population Health

Topic: AUSTRALIAN NATIONAL PREVENTIVE HEALTH AGENCY – CEO
ADVERTISING COSTS

Hansard Page: CA 114-115

Senator Fierravanti-Wells asked:

- a) Can you provide a breakdown of the advertising costs of \$32,520.92 for the position of Chief Executive Officer ANPHA.
- b) Also provide some kind of comparator.

Answer:

- a) A breakdown of the costs for advertising for the ANPHA CEO position is as follows:

– Australian	\$7,305.55
– Australian Financial Review	\$7,539.48
– Canberra Times	\$1,065.60
– Melbourne Age	\$5,075.28
– Sydney Morning Herald	\$6,281.28
– Service/Admin charges	\$2,297.26
– GST	\$2,956.47
– TOTAL	\$32,520.92

Advertisements were placed in the early general news for maximum exposure.

- b) As a comparison, press advertising costs for similar recruitment processes that have recently occurred within the Health and Ageing portfolio are as follows:

– Australian Organ and Tissue Donation and Transplantation Authority	\$28,833.93
– Australian Sports Anti-Doping Authority	\$36,861.39