

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Australian Broadcasting Corporation

Question No: 262

Program No. Australian Broadcasting Corporation (ABC)

Hansard Ref: In Writing

Topic: Government Advertising

Senator Ludwig asked:

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. For the purposes of this question, the ABC has interpreted 'Government advertising' to refer to "*communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums*", as set out in Senator Barnett's Question on Notice 38 from Budget Estimates 2010.

This question on notice also specifically refers to job advertisements. The ABC has spent \$36,000 on recruitment advertising from 1 September 2013 to 31 January 2014.

- a. Expenditure has been for recruitment advertising.
- b. The ABC is unable to list the approving officer for every transaction; however, expenditure in such instances is approved in accordance with the ABC's delegation procedures.
- c. The outlets that were paid for advertising are as follows:
 - Adcorp;
 - Ambition Recruitment;
 - Australian Library & Information Association;
 - Australian Council for International Development;
 - Australian Public Service Commission
 - Careerspot Pty Ltd;
 - Communications Initiative Victoria;
 - Ethical Jobs.com.au;
 - Focal Attractions Pty Ltd;
 - Looped Pty Ltd;
 - "Seek.com";

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South Pacific Post Ltd;
The Intermedia Group;
The National Port Moresby.

2.
 - a. The ABC is unable to provide an expected cost of recruitment advertising for the rest of the year. Cost of recruitment advertising up to the 30 June will depend on which positions are advertised and where the advertising is placed.
 - b. Any expenditure will be on advertising for recruitment.
 - c. Any expenditure will be approved in accordance with the ABC's delegation procedures.
 - d. Not applicable.