

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: APRA
Question: AET 3609-3612
Topic: Government Advertising/Marketing
Reference: Written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3609. How much has been spent by the department / agency on marketing?

- a) List the total cost
- b) List each item of expenditure and cost
- c) List the approving officer for each item.
- d) Detail the ministerial or ministerial staff involvement in the commissioning process.
- e) Which firm provided the marketing?

3610. How much has been spent by the department / agency on government advertising (including job ads)?

- a) List the total cost
- b) List each item of expenditure and cost
- c) Where the advertising appeared
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that were paid for the advertising.

3611. 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) Where the advertising will appear
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that have been or will be paid for the advertising.

3612. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer:

3609. The Australian Prudential Regulation Authority (APRA) does not conduct marketing campaigns.

3610. a) APRA spent \$17,143 + GST on advertising for recruitment during the period 14 September 2015 to 10 February 2016.

b) Advertising was for the purpose of general recruitment.

- c) Advertising was conducted through SEEK, LinkedIn and Adcorp.
- d) The approving officer for the recruitment advertising was the General Manager Human Resources.
- e) Not applicable. The Minister's office was not involved in the commissioning process.
- f) Adcorp.

3611. APRA is yet to finalise the government advertising planned for the remainder of the 2015/16 financial year.

3612. Approvals are available upon request.