

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
 Budget Estimates 2014  
 3 June to 5 June 2014

**Department/ Agency:** ABS

**Question:** BET 1174-1175

**Topic:** Government Advertising

**Reference:** Written – 12 June 2014

**Senator:** Ludwig

**Question:**

1174. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?

- 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

1175. 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:**

1174. \$119,967.66

a) & c) - Items of expenditure, the amount and the supplier were:

Amount	Description	Supplier/Vendor
<b>Advertising</b>		
\$385.81	Advertising ad for survey respondents	ADCORP AUSTRALIA LTD
\$2,078.80	CensusAtSchool Questionnaire	CHISEL SOFTWARE
\$90.91	Advertising in WA Education Journal	THE MATHEMATICAL ASS
\$400.00	Advertising in NSW Education Journal	MATH ASSOC NSW INC
\$2,535.30	Advertisements for cognitive interviewing	ADCORP AUSTRALIA LTD
\$364.08	Advertising survey participants	ADCORP AUSTRALIA LTD
\$427.27	Advertising in AAMT journal	AUST ASSOC OF MATH
\$718.18	Advertising in MAV journals	The Mathematical Assoc
\$5,130.00	Measuring tapes	IMPACT PROMOTIONAL PRODUCTS
\$100.00	Journal advertisement	QUEENSLAND ASSOC OF MATHEMATICS TEACHERS INC
\$438.25	Advertisement for usability testing in May 2014	ADCORP AUSTRALIA LTD
\$90.91	Advertising in mathematics journal	THE MATHEMATICAL ASSOC
\$136.36	Advertising	PAYPAL *QUEENSLANDA

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\$363.64	Advertising in mathematics journal	MATH ASSOC NSW INC
\$100.00	Advertisement	PAYPAL *QUEENSLANDA
\$359.65	Advertising survey recipients	ADCORP AUSTRALIA LTD
\$1,606.61	Advertising Herald Sun Survey Assistance	ADCORP AUSTRALIA LTD
\$3,482.52	Advertisements for cognitive interviewing in Melbourne in June 2014	Melbourne Age and Melbourne MX
<b>Graduate Recruitment Advertising</b>		
\$330.00	Graduate Recruitment Advertising	AAGE
\$4,600.00	Big Meets held in Perth Melbourne Hobart and Brisbane throughout March	AUST ASSOC GRADUATE EMPLOYERS LD
\$54.55	2015 Graduate development program -UTS	Uni of Technology Sydney
\$136.36	Graduate Recruitment 2014 CDU Career Fair fee	CHARLES DARWIN UNIVERSITY
\$379.09	Graduate Recruitment Banners for graduate career fairs	OFFICEWORKS
\$805.00	Graduate Recruitment Graduate Flyers	KWIK KOPY
\$863.64	Graduate Recruitment University of Adelaide Career Fair fee	UNI OF ADEL FIN SERV
\$14,664.25	Seek Graduate advertising	ADCORP AUSTRALIA LTD
\$1,118.18	Exhibition booth at tertiary to work Career Fair	ON Q CONFERENCE SUPPORT
\$975.00	Graduate Recruitment Graduate career fair in QLD 02-APR-14	QUT STRATAPAY
\$1,150.00	Career Fair	UQ ST LUCIA CASHIER Uni of Qld
<b>General Recruitment Advertising</b>		
\$589.06	Recruitment Advertising costs - PSO interviewer	ADCORP AUSTRALIA LTD
\$1,400.47	Recruitment Advertising costs - PSO Interviewer NT	ADCORP AUSTRALIA LTD
\$589.06	Recruitment Advertising costs: WA	ADCORP AUSTRALIA LTD
\$1,874.03	Recruitment Advertising costs: TAS	ADCORP AUSTRALIA LTD
\$2,571.98	Recruitment Advertising costs: SA	ADCORP AUSTRALIA LTD
\$4,140.97	Recruitment Advertising costs: NSW	ADCORP AUSTRALIA LTD
\$4,326.88	Recruitment Advertising costs - Census field officers SA	ADCORP AUSTRALIA LTD
\$15.00	Advertising for Area Supervisor recruitment	ADCORP AUSTRALIA LTD
\$994.17	Advertising for Area Supervisor recruitment	ADCORP AUSTRALIA LTD
\$848.62	Recruitment advertising SEEK / Albany Advertiser	ADCORP AUSTRALIA LTD
\$2,313.66	Adverts for ABS Field interviewers VIC	ADCORP AUSTRALIA LTD
\$5,280.68	Area Supervisor Advertising	ADCORP AUSTRALIA LTD
\$9.09	General Recruitment 2014 - Census Test	PAYPAL *FLINDERSUNI
\$20.85	FIELD OFFICER ADVERTISING	Guardian Messenger, Mitcham & Hills Messenger, Southern Times Messenger
\$276.07	FIELD OFFICER ADVERTISING	Albany Advertiser
\$374.07	FIELD OFFICER ADVERTISING	Albany & Great Southern Weekender

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\$1,276.31	FIELD OFFICER ADVERTISING	Albany Advertiser, Seek, Southern Gazette
\$2,413.44	FIELD OFFICER ADVERTISING	Strathalbyn Southern Argus
\$43,203.44	Advertising ABS Statistician role	DEPARTMENT OF THE TREASURY
\$3,565.45	MAG82278A - FIELD OFFICER ADVERTISING - multiple locations	ADCORP AUSTRALIA LTD
<b>119,967.66</b>	<b>TOTAL</b>	

1175.

- (a) – (d) Spending proposals are decided on a case by case basis with consideration of the purpose for advertising, which is to facilitate the conduct of business for the Australian Bureau of Statistics.