

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

Department/ Agency: Australian Securities & Investments Commission

Question: BET 1787-1788

Topic: Advertising

Reference: Written 12 June 2014

Senator: Ludwig

Question:

- 1787. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
- 1788. Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

Answer:

- 1787. Since 26 February 2014, ASIC has spent \$1,085.79 (ex GST) on a pack of 10 recruitment advertisements (electronic advertising on Seek). This pack was purchased through Adcorp. Not all of the advertisements have yet been used.
- 1788. No recruitment advertising campaigns have been undertaken since 26 February 2014.