

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERAL'S DEPARTMENT

**Group: Written**

**Program: Whole-of-Portfolio**

**Question: BE14/125**

**Senator Ludwig asked the following question at the hearing on 26-29 May 2014:**

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

**The answer to the honourable senator's question is as follows:**

- 1a)-c) The portfolio's response to these questions is set out in Table 1 below. This response covers the period between 7 September 2013 and 29 May 2014.
  
2. Advertising for the portfolio for the remainder of the financial year will be undertaken on an as-needs basis.

**Table 1**

<b>Agency</b>	<b>Total</b>	<b>Item</b>	<b>Expenditure</b>	<b>Outlet</b>	<b>Approver</b>
Attorney-General's Department	\$493,554	Expenditure in the department's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.			
Administrative Appeals Tribunal	\$946	3 x job advertising	\$947	Seek	Director, Human Resources
Australian Crime Commission	\$16,940	APS Jobs - subscription	\$11,318	APS Commission	Manager, People Capability Team Leader, Recruitment Operations Manager, Physical and Technical Security and Surveillance
		National Security Careers Night 2014	\$1,500	Kokoda Foundation Ltd	
		Advertising – Weekend Professional	\$4,124	Adcorp Australia Ltd	
Australian Commission for Law Enforcement Integrity	\$894	APS Jobs – subscription	\$895	APS Commission	Director, Corporate Services
Australian Federal Police	\$37,506	AFP Graduate Programme 2015	\$220	CareerOne	Manager, Human Resources Strategies
		AFP Graduate Programme 2015	\$931	Seek	
		Legal Coordinator	\$110	CareerOne	
		Legal Coordinator	\$561	Seek	
		Technical Database Designer	\$260	Seek	
		Cadetship Programme	\$220	CareerOne	

Agency	Total	Item	Expenditure	Outlet	Approver
Australian Federal Police		Cadetship Programme	\$441	National Indigenous Times	Manager, Human Resources Strategies
		Cadetship Programme	\$180	Posting	
		Cadetship Programme	\$1,064	Seek	
		Cadetship Programme	\$17	Seek	
		Publication Level 4	\$6,817	Unigrad	
		Integration Engineer	\$110	CareerOne	
		Programming Software Developer	\$110	CareerOne	
		Integration Engineer	\$506	Seek	
		Programming Software Developer	\$506	Seek	
		Bytes Colour	\$467	Bytes Colour	
		APSC – Public Service Gazette	\$24,995	APSC Commission	
Australian Financial Security Authority	\$27,979	Expenditure in the agency’s financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Australian Human Rights Commission	\$920	Expenditure in the agency’s financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Australian Institute of Criminology	\$1,623	APS Jobs – subscription	\$1,624	APS Commission	Finance Manager

Agency	Total	Item	Expenditure	Outlet	Approver
Australian Law Reform Commission	\$154	Job advertisement	\$154	Koori Mail	Executive Director
Australian Security Intelligence Organisation	\$346,678	Non-Campaign Advertising Advertisements for intelligence professionals, Security Officers, Telecommunications Specialists and Linguists	\$285,169	For security reasons, it would not be appropriate to provide this level of detail.	ASIO's recruitment advertising, as listed in this table, was placed in separate advertisements rather than included within the whole-of-Government composite advertisements.  ASIO's recruitment advertising complies with the APSC waiver obtained in relation to the guidance provided in the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i> .
		Career fairs	\$39,356		
		Career Fairs Promotional Material	\$14,640		
		APS Jobs Subscription	\$4,913		
		Careers fair	\$1,600		
		Careers night booth	\$1,000		
Commonwealth Director of Public Prosecutions	\$662	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Family Court of Australia/Federal Circuit Court	\$23,404	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			

<b>Agency</b>	<b>Total</b>	<b>Item</b>	<b>Expenditure</b>	<b>Outlet</b>	<b>Approver</b>
Federal Court of Australia	\$138,440	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
National Archives of Australia	\$103,759	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Australia Council for the Arts	\$38,368	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Australian Film, Television and Radio School	\$16,335	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Australian National Maritime Museum	\$409,241	6 x Sydney Concierge Maps	\$10,380	Carrington	Brand & Marketing Manager, Director Commercial and Visitor Services, and Acting Director, Commercial and Visitor Services
		2 x Sydney Guides and Maps	\$4,425	Sydney Harbour Foreshore Authority	
		17 x Marketing and advertising	\$175,068	ACMN	
		4 x Ansel Adams	\$83,880	Frontier Media	
		1 x Navy Outlook Magazine	\$7,000	Faircount	
		2 x This Week in Sydney	\$3,200	Hardie Grant	
		2 x Sydney Official Guide	\$23,328	Hardie Grant	
		1 x Outdoor Billboard	\$33,740	ooh! Media	
		3 x What's On in Sydney Magazine	\$13,200	What's On in Sydney	

Agency	Total	Item	Expenditure	Outlet	Approver
Australian National Maritime Museum		2 x Sydney's Child Magazine	\$20,660	Copeland	Brand & Marketing Manager, Director Commercial and Visitor Services, and Acting Director, Commercial and Visitor Services
		1 x Aussie Kids Magazine	\$1,773	Aussie Kids	
		1 x Facebook Photography	\$1,900	Just Projects	
		1 x Brochure Advert	\$4,400	Informed Tourist	
		1 x Afloat Magazine	\$2,216	Endeavour Voyages	
		1 x Art Almanac Magazine	\$428	Art Almanac Magazine	
		1 x YouTube Pre-Roll	\$4,500	Rippling	
		1 x Marketing and advertising	\$250	Enigma	
		1 x CIM Magazine	\$2,500	Creative Head Media	
		5 x Promotion/advertising	\$2,686	Bloke	
		1 x Promotion/advertising	\$303	Vision Graphics	
		1 x Promotion/advertising	\$240	PM	
		2 x Promotion/advertising	\$1,920	Slingshot	
		2 x Promotion/advertising	\$5,180	Enigma	
		1 x Promotion/advertising	\$870	Facebook	
		1 x Promotion/advertising	\$1,100	The Nibbler	
1 x Promotion/advertising	\$2,500	Micenet Australia			

<b>Agency</b>	<b>Total</b>	<b>Item</b>	<b>Expenditure</b>	<b>Outlet</b>	<b>Approver</b>
		1 x Promotion/advertising	\$1,215	Business Events News	
		1 x Promotion/advertising	\$388	Cactus	
		1 x Promotion/advertising	\$240	Hawke	
Creative Partnerships Australia	\$3,556	Recruitment	\$2,720	ArtsHub	Executive Director, Operations and Marketing
		Recruitment	\$554	Pro Bono Australia	
		Recruitment	\$282	Seek	
Museum of Australian Democracy/Old Parliament House	\$94,933	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
National Film and Sound Archive	\$22,511	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
National Gallery of Australia	\$41,083	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
National Library of Australia	\$11,213	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
National Museum of Australia	\$238,538	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			
Screen Australia	\$28,720	Expenditure in the agency's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of agency resources.			