

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

Question: SR30
Topic: Recruitment Costs
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Senator Bushby asked:

1. How much was spent on recruitment advertising in 2011-12? How much of this was spent online and how much of this was spent on print advertising?
2. Please list where recruitment advertising was listed online and in print media.
3. How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?
4. Please list where recruitment advertising was listed online and in print media.

Answer:

The Department

1. For 2011-12, a total of \$113,445.20 was spent on recruitment advertising, \$10,928.24 was spent on online media and \$102,516.96 for print media.
2. Print and online media included:
 - Australian Financial Review (print)
 - Weekend Australian (print)
 - www.seek.com.au (online)
 - www.mycareer.com.au (online)
 - www.resourcescareer.com.au (online)
 - Canberra Times (print)
 - www.climatespectator.com.au (online)
 - The Australian (print)
 - Sydney Morning Herald (print)
 - Melbourne Age (print)
 - www.APSjobs.gov.au (online)
 - www.careerhub.com.au (online)
3. For 2012-13 to date a total of \$2,207.74 has been spent on recruitment advertising and \$2,207.74 has been spent on online advertising. No print advertising has been used.
4. Online media used includes:
 - www.seek.com.au (online)
 - www.mycarer.com.au (online)
 - www.resourcescareer.com.au (online)
 - www.apsjobs.gov.au (online)

Australian Renewable Energy Agency

Questions relating to the 2011-12 financial year are not applicable because the Australian Renewable Energy Agency (ARENA) was established on 1 July 2012. There has not been any recruitment advertising this financial year to date.

Geoscience Australia

1. For 2011-12, a total of \$105,380 was spent on recruitment advertising. Geoscience Australia (GA) does not have the data to answer this question.
2. Publications and online media included:
 - APSJobs (online)
 - SEEK (online)
 - MyCareer (online)
 - CareerOne (online)
 - CareerSpot (online)
 - NatureJobs (online)
 - LinkedIn (online)
 - SpatialJobs (online)
 - EarthworksJobs (online)
 - ESO (online)
 - The Australian (print)
 - The Canberra Times (print)
 - The Australian Financial Review (print)
 - The NZ Herald (print)
3. This financial year to date, a total of \$14,829 was spent on recruitment advertising, all of which was online.
4. Online media used includes:
 - APSJobs (online)
 - SEEK (online)
 - MyCareer (online)
 - NatureJobs (online)
 - EarthworksJobs (online)
 - ResourceJobs (online)
 - WaterJobs (online)
 - AustMS (online)
 - AAPG (online)
 - PESA (online)
 - OilCareers (online)
 - RigZone (online)
 - EnergyNewsPremium (online)

Tourism Australia

1. In 2011/12 approximately \$26,200 was spent on recruitment advertising. Of this amount, approximately \$3,500 was spent on press advertising, with the balance being online advertising.

2. Print media purchased in 2011/12 was in the Straits Times and New Zealand Herald. Online advertising was purchased on Seek; LinkedIn; Monster; Stepstone; Horizon; Jobsdb; marketingweek; nma; PR week; Deutsche-in-London; Travel Daily; FVW; Shine; Reed; Event Job Search and Meetpie.
3. In 2012/13 approximately \$7,100 has been spent on recruitment advertising. All of this was online.
4. No print media has been purchased in 2012/13. Online advertising has been purchased on Seek; LinkedIn and Stepstone.

National Offshore Petroleum Safety & Environmental Management Authority

1. For 2011-12, a total of \$176,428 was spent on recruitment advertising. Of this amount, \$6,369 was spent on online advertising and \$170,758 on print advertising.
2. Publications and online media included:
 - The West Australian (print)
 - The Australian (print)
 - The Press and Journal (international print media)
 - Singapore Times (international print media)
 - SEEK.com (online)
 - Apply Direct (online)
 - Environment Jobs (online)
 - APS Jobs (online)
 - Monstor.uk (online)
3. This financial year to date, \$15,786 has been spent on recruitment advertising, \$3,187 for online advertising and \$12,599 for print advertising.
4. Online: through seek.com, apply direct, environment jobs and Australian Public Service jobs. Print Media: The Australian, The West Australian and The Aberdeen Press and Journal (International print media).

Australian Solar Institute

1. For the 2011-12 financial year, the Australian Solar Institute spent \$225 on recruitment advertising, all of which was online.
2. Online recruitment advertising was listed on Seek.com.
3. No money has been spent on recruitment advertising this financial year to date.
4. N/A.