

Senate Foreign Affairs, Defence and Trade Legislation Committee

**Answers to written questions on notice
DEPARTMENT OF DEFENCE**

Additional estimates 2001—2002; 20–21 February 2002

**Advertising
QUESTION W38**

- a) How much has been spent on advertising the ADF as an employer in the last five years? Please break down for each year, for different medium, and for each Service.
- b) Has the advertising been more frequent and more expensive in some geographic areas than in others over the last 5 years? If yes, please list the cost of advertising and frequency of advertisements in the top 5 and bottom 5 areas.
- c) Have all the advertisements in the last 5 years depicted the Services separately, or have some promoted the ADF generally as an employer?
- d) Have any advertisements been targeted towards recruiting particular skill or knowledge groups (as opposed to people of a particular age, for instance)?
- e) Has there been any evaluation done of the advertising in relation to the expected recruitment gains? (both number of inquiries; number of applicants and number of recruits)

RESPONSE

- a) The table below details advertising placement expenditure for recruiting by Service and by medium for 1999-2000, 2000-01 and 2001-02 (to March 2002). Figures are not available in the requested format for 1997-98 and 1998-99, but the total advertising expenditure for those years was \$12.526m and \$17.352m respectively.

1999–2000

Service	Television (\$m)	Newspapers (\$m)	Magazines (\$m)	Radio (\$m)	Cinema (\$m)	Outdoor (\$m)	Internet (\$m)	Total (\$m)
Triservice	8.78	0.617	0.097	0.196	0.325	0	0.444	10.459
Army	8.338	1.576	0.005	0.898	0	0	0	10.817
Navy	2.684	0.818	0.147	0.695	0	0	0	4.344
RAAF	1.611	1.611	0	0	0.145	0	0	3.367
Defence	21.413	4.622	0.249	1.789	0.47	0	0.444	28.987

2000–01

Service	Television (\$m)	Newspapers (\$m)	Magazines (\$m)	Radio (\$m)	Cinema (\$m)	Outdoor (\$m)	Internet (\$m)	Total (\$m)
Triservice	8.607	1.012	0.119	0.384	0.175	0.013	0.503	10.813
Army	7.188	2.185	0.001	0.401	0	0.311	0.052	10.138
Navy	3.827	2.244	0.001	0	0.24	0	0.052	6.364
RAAF	4.319	2.706	0	0	0.326	0	0.052	7.403
Defence	23.941	8.147	0.121	0.785	0.741	0.324	0.659	34.718

2001–02 (to March 2002)

Service	Television (\$m)	Newspapers (\$m)	Magazines (\$m)	Radio (\$m)	Cinema (\$m)	Outdoor (\$m)	Internet (\$m)	Total (\$m)
Triservice	3.83	1.423	0.068	0.85	0.418	0.158	0.594	7.341
Army	3.618	1.134	0.007	0.406	0	0	0.157	5.322
Navy	2.886	0.767	0	0.12	0.114	0	0.142	4.029
RAAF	1.719	1.07	0	0	0	0	0.153	2.942
Defence	12.053	4.394	0.075	1.376	0.532	0.158	1.046	19.634

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- b) Advertising frequency is the same for each state, but the media purchase costs vary between states. The percentage of total cost by state for the last three years is as follows:

State	1999 (%)	2000 (%)	2001 (%)
New South Wales	36	36	35
Victoria	26	27	27
Queensland	19	18	17
Western Australia	9	9	9
South Australia	6	6	6
Tasmania	2	2	2
Northern Territory	1	1	1
National	1	1	3

- c) The aim is to position the ADF as the preferred employer within the target market by promoting each Service individually as an employer with diverse employment opportunities for all eligible Australians. In addition to the individual Service campaigns, some campaigns, such as for the Australian Defence Force Academy and for aircrew, are run concurrently for all Services, with each Service still promoted as a unique entity within such campaigns.
- d) The advertising strategy communicates job/recruitment, as well as addressing strategic lifestyle issues and brand awareness. In 2001-02, the strategy has become more incisive in producing job-specific advertising across all mediums in those areas that are considered operationally critical and difficult to fill.
- e) The advertising strategy is continually monitored to determine its effectiveness. The measurement of this occurs at the strategic and tactical levels.

The strategic effectiveness of the strategy is measured via annual tracking research into community attitudes towards ADF careers. This research specifically measures the impact of ADF recruitment advertising upon target market attitudes towards ADF careers. Commencing in 2002, this tracking research will focus on the Services individually and provide a new benchmark for future tracking research.

Advertising effectiveness is also measured tactically via inquiries generated and target achieved for each campaign. Each specific campaign and specific job types are correlated with relevant enquiry levels to determine campaign effectiveness.