

Senate Finance and Public Administration Legislation Committee
Additional Estimates Hearing – February 2012
ANSWER TO QUESTIONS ON NOTICE

Prime Minister and Cabinet portfolio

Department/Agency: Office of the Official Secretary to the Governor-General

Program 1: Support for the Governor-General and Official Activities

Outcome 1: The performance of the Governor-General's role is facilitated through the organisation and management of official duties, management and maintenance of the official household and property and administration of the Australian Honours and Awards system.

Topic: Government Advertising

Senator: Ryan

Question reference number: PM87

Type of Question: Written

Date set by the committee for the return of answer: 30 March 2012

Number of Pages: 4

What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?

For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

2007-08: \$12,038.76

2008-09: \$10,946.74

2009-10: \$ 2,033.77

2010-11: \$ 6,372.61

2007-08

Non- campaign advertising: ten vacancies were advertised through Seek, Catch Recruitment, and HMA Blaze Pty Ltd:

- a) Executive and Protocol Branch - Household Attendant advertised 7 May 2008 cost \$1,602.04 – advertising provided by HMA Blaze
- b) Executive and Protocol & Corporate Services Branch - Various positions GH07 Program Manager and Facilities and Projects Manager advertised 4 October 2007 cost \$330.00 – advertising provided by Seek
- c) Honours and Awards Branch – GH05 Executive Assistant advertised 9 June 2007 cost \$1,414.18 – advertising provided by Catch Recruitment
- d) Corporate Services Branch – GH02 Gardener advertised 9 July 2007 cost \$165.00 – advertising provided by Seek
- e) Corporate Services Branch - GH02 Gardener advertised 7 July 2007 cost \$2,997.54 – advertising provided by HMA Blaze
- f) Corporate Services Branch - Administrative Assistant advertised 22 August 2007 cost \$165.00 – advertising provided by Seek
- g) Corporate Services Branch - GH04 Finance Officer advertised 15 September 2007 cost \$937.50 – advertising provided by HMA Blaze
- h) Executive & Protocol & Corporate Services Branch – 2 advertisements for GH07 Facilities and Projects Manager & Program Manager advertised 29 September 2007 costs \$1,035 and \$1,150 respectively – advertising provided by HMA Blaze
- i) Corporate Services Branch – GH08 Director Corporate Services advertised 13 October 2007 cost \$1,150.00 – advertising provided by HMA Blaze
- j) Corporate Services Branch – GH06 Human Resource Manager advertised 13 October 2007 cost \$1,092.50 – advertising provided by HMA Blaze

2008-09

Non- campaign advertising: six vacancies were advertised through Seek and HMA Blaze. Note that GH06 Media and Communications Advisor was advertised through both Seek and HMA Blaze:

- a) Corporate Services Branch – GH02 Custodian advertised 9 October 2008 cost \$85.00 – advertising provided by Seek

b) Executive and Protocol Branch – GH06 Media and Communications Adviser advertised 7 November 2008 cost \$85.00– advertising provided by Seek

c) Corporate Services Branch – GH02 Gardener advertised 4 October 2008 cost \$2,376.48 – advertising provided by HMA Blaze

d) Executive and Protocol Branch – GH06 Media and Communications Advisor advertised 8 November 2008 cost \$6,368.04 – advertising provided by HMA Blaze

e) Executive and Protocol Branch – GH06 Senior Events Advisor advertised 7 February 2009 cost \$985.32 – advertising provided by HMA Blaze

f) Executive and Protocol Branch – GH03/4 Personal Administrative Assistant advertised 7 March 2009 cost \$1,046.90 – advertising provided by HMA Blaze

2009-10

Non- campaign advertising: eight vacancies were advertised through Seek and Adcorp:

a) Executive and Protocol Branch – GH03 Program Assistant advertised 15 July 2009 cost \$180.00 – advertising provided by Seek

b) Executive and Protocol Branch – GH04/5 Media, Photography and Website Assistant advertised 29 January 2010 cost \$1,083.47– advertising provided by Adcorp

c) Executive and Protocol Branch – GH04/5 Executive Assistant advertised 22 February 2010 cost \$125.29 – advertising provided by Adcorp

d) Honours and Awards Branch – GH03 Administrative Assistant advertised 22 February 2010 cost \$125.29 – advertising provided by Adcorp

e) Honours and Awards Branch – GH03/4 Trainee Case Officer advertised 13 April 2010 cost \$130.02 – advertising provided by Adcorp

f) Corporate Services Branch – GH04 Human Resource Advisor advertised 11 May 2010 cost \$129.84 – advertising provided by Adcorp

g) Corporate Services Branch – GH02 Gardener advertised 4 June 2010 cost \$130.02 – advertising provided by Adcorp

h) Corporate Services Branch – Various positions GH06/07 to GH08 Chief Financial Officer and Senior Accountant advertised 25 June 2010 cost \$129.84 – advertising provided by Adcorp

2010-11

Non- campaign advertising: five vacancies were advertised through Adcorp:

- a) Executive and Protocol Branch – GH05 Events Advisor advertised 30 July 2010 cost \$130.02 – advertising provided by Adcorp
- b) Executive and Protocol Branch – GH07 Speechwriter advertised 19 November 2010 cost \$130.02 – advertising provided by Adcorp
- c) Executive and Protocol Branch – GH07 Speech Writer advertised 20 November 2010 cost \$5,839.31 – advertising provided by Adcorp
- d) Corporate Services Branch – GH07 Corporate Co-ordinator advertised 3 June 2011 cost \$136.63 – advertising provided by Adcorp
- e) Corporate Services Branch – GH04 Finance Officer advertised 23 May 2011 cost \$136.63 – advertising provided by Adcorp

No

Yes

N/A

Recruitment advertising as required