

Senate Finance and Public Administration Legislation Committee
Answers to written Questions on Notice
Additional Budget Estimates 2013
Department of the Senate

Department/Agency: Department of the Senate
Topic: Advertising

Senator: Senator Ryan
Question reference number: 13
Type of question: Written

Questions

1. What was the total cost of all advertising for the financial year to date?

Answer

\$53,172 (GST excl.)

2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer

All advertising is non-campaign advertising.

Category	Service Provider	Cost (GST excl.)
Senate committee activities	ADCORP Australia Ltd	\$50,872
Public notices	ADCORP Australia Ltd	\$2,300

3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

On 22 February 2012, the Department of Finance and Deregulation circulated an email to all Commonwealth departments and agencies advising of changes to placement fees within the Master Media Agency agreement for non-campaign advertising.

4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

Answer

No advice has been received.

5. 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.

Answer

Yes, the advertising complied with the Guidelines. The first set of advertising provided community advice regarding Senate Committee activities and the second about the Senate Occasional Lecture series.

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

Answer

For particular vacancies, the department uses a range of websites including the Australian National University's CareerHub and the University of Canberra's Jobs website. Advertising on these sites does not incur a cost to the department.

The department also advertises vacancies via Twitter.com and on Facebook. These also do not incur a cost to the department.

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

Answer

The department will continue to advertise positions on APSJobs.gov.au, and on various websites and via social media.
