

**Senate Finance & Public Administration Committee:
Answers to written Questions on Notice Budget Estimates 2012
Parliamentary Departments Portfolio**

Department/Agency: Department of the Senate
Topic: Government Advertising

Senator: Senator Ryan
Question reference number: 12
Type of Question: Written

Questions:

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

Answer

\$208,280

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

The advertising was non-campaign advertising.

<i>Total cost of all advertising YTD (as at 31 May):</i>		208,280
All advertising in the Senate is non-campaign.		
Category	Serv. Provider	Cost
Senate committee activities	ADCORP Australia Ltd	196,483
Recruitment	ADCORP Australia Ltd	4,482
Public notices	ADCORP Australia Ltd	5,835
Gazettals	Attorney General's Dept	1,480

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

Answer

On 30 May 2012, information was received about proposed further changes to non-campaign recruitment advertising.

The draft executive government instruction is not directly relevant to parliamentary departments who are not subject to such directions, however, this type of advice is often used as a guide to changes in practices.

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 about advertising 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

As a parliamentary department (and not part of the executive government), the Guidelines are not always applicable to the Senate Department. However, the following details about recruitment advertising are provided for completeness:

Black Rod's Office – Production Supervisor - \$508.73 – arranged through Adcorp, advertised on APSJobs.gov.au, advertised in an online media forum and advertised in The Canberra Times (mono). This was not advertised in a whole-of-government composite advertisement as the position was for an Australian Parliamentary Service position. Advice was provided to the Secretary of the Department of Finance and Deregulation prior to the commencement of the Recruitment Advertising guidelines referring to the application of the guidelines to the parliamentary departments.

Committee Office – Administrative Officer – arranged through Adcorp, advertised on APSJob.gov.au, advertised in an online media forum.

Procedure Office – Casual Parliamentary Educator – arranged through Adcorp, advertised on APSJob.gov.au, advertised in an online media forum.

Committee Office – Senior Research Officer – arranged through Adcorp, advertised on APSJob.gov.au, advertised in an online media forum.

Procedure Office – Publishing Manager – arranged through Adcorp, advertised on APSJob.gov.au, advertised in an online media forum.

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- 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 the Australian National University's CareerHub and the University of Canberra's Jobs website. Advertising on these sites does not cost the department.

The department also advertises vacancies via Twitter.com. This does not cost 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, through the university websites, on the department's website and via Twitter.com.