

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission

Outcome/Program: Cross Portfolio

Topic: Advertising

Senator: Ryan

Question reference number: 76

Type of question: Written

Date set by the committee for the return of answer: Friday, 12 July 2013

Number of pages: 2

Question:

1. What was the total cost of all advertising for the financial year to date?
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.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
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.
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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1. A total of \$17,448 (excluding GST) has been paid to the government advertising provider Adcorp Australia Pty Ltd in the financial year 2012–13 to date. A total of \$2356 (GST exclusive) has been paid to the online newsletter PSNews for the placement of advertising. And a total of \$327 (GST exclusive) has been paid to Careerhub for the placement of recruitment advertising.
2. All advertising is non-campaign. The Australian Public Service Commission (APSC) undertakes advertisings for purposes limited to staff recruitment, tender notices, and the promotion of Australian Public Service (APS) courses and events.
3. The Department of Finance and Deregulation has not provided any advice about the advertising undertaken by the APSC.
4. The Peer Review Group (PRG) and/or Independent Communications Committee (ICC) has not provided any advice about the advertising undertaken by the APSC.

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5. All advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
6. There is no other applicable communications program(s).
7. The APSC has and plans to undertake non-campaign advertising in respect of staff recruitment, tender notices, and the promotion of APS courses and events. The APSC has not undertaken or plans to undertake campaign advertising.