

Senate Finance and Public Administration Standing Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2010-2011
Department of the Prime Minister and Cabinet

Department/Agency: Australian Public Service Commission

Outcome/Output Group: 1.1

Topic: Advertising & Marketing

Senator: Abetz

Question reference number: PM 118

- a) How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates? Ask for justification of expenditure.
- b) Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.
- c) What communications programs have the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Type of question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of pages: One

Answer:

- a) Since Budget Estimates \$520,000 has been spent mainly on advertising for:
 - the Australian Public Service Commission job recruitments (\$80,000);
 - APS wide Indigenous employment and recruitment opportunities (\$258,000);
 - promotion of APSJobs (\$143,000); and
 - the Commission's calendar for leadership, learning and development programs and the Capability development Panel which provides agencies with 240 pre approved specialists in strategic HR and recruitment services, business consulting services and leadership, learning and development services (\$34,000).
- b) The Commission only uses the standing offer contract managed by the Department of Finance and Deregulation – Master Media Agency for placement of non-campaign advertising for the Commonwealth of Australia (Adcorp).
- c) No large scale communication campaigns have been undertaken since additional estimates and none are planned to be undertaken.