

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2012-13**

Finance and Deregulation Portfolio

**Department/Agency:** Department of Finance and Deregulation

**Outcome/Program:** General

**Topic:** Recruitment Costs

**Senator:** Ryan

**Question reference number:** F68

**Type of question:** Written

**Date set by the committee for the return of answer:** Friday, 30 November 2012

**Number of pages:** 2

**Question:**

- a) How much was spent on recruitment advertising in 2011-12? How much of this was spent online and how much of this was spent on print advertising?
- b) Please list where recruitment advertising was listed online and in print media.
- c) How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?
- d) Please list where recruitment advertising was listed online and in print media.

**Answer:**

- a) \$81,708 was spent on recruitment advertising for departmental positions, comprising \$55,609 on online advertising and \$26,100 on press advertising.

b)

Online Media:

- APSJobs (Gazette)
- Indigenous Jobs/My Career (concurrently)
- Seek
- Career One
- Vibe Worker
- LinkedIn
- Enviro Jobs
- Ethical Jobs
- NRM Jobs

Print Media:

- The Canberra Times
- The Australian
- Australian Financial Review

- c) Year to date (1 July to 30 September 2012), \$9,635 was spent on recruitment advertising, comprising \$8,560 on online advertising and \$1,075 on press advertising.

d) Online media:

- APSJobs (Gazette)
- Indigenous Jobs/My Career (concurrently)
- Seek
- Career One

Print media:

- Inner West Courier
- Wentworth Courier

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**SUPPLEMENTARY BUDGET ESTIMATES 2012-2013**

Finance and Deregulation Portfolio

**Department/Agency: Australian Electoral Commission**

**Outcome/Program: General**

**Topic: Recruitment costs**

**Senator: Ryan**

**Question reference number: F68**

**Type of question: Written**

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- c) How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?
- d) Please list where recruitment advertising was listed online and in print media.

**Answer:**

- a) \$16,508 was spent on online advertising, comprising \$1,932 on online advertising and \$14,576 on print advertising.

b)

Online Media: [Seek.com.au](http://Seek.com.au)

Print Media:

- Illawarra Mercury
- Adelaide Advertiser
- Australian
- Canberra Times
- Dalby Herald
- Hobart Mercury
- Koori Mail
- Launceston Examiner
- Melbourne Age
- Northern Territory News
- Port Augusta Transcontinental
- Sunshine Coast Daily

- Taree Manning Times
- Toowoomba Chronicle
- Brisbane Courier Mail

c) Year to date (1 July to 30 September 2012) \$315 was spent on online advertising and \$583 on print advertising.

d)

Online Media: [Seek.com.au](http://Seek.com.au)

Print Media:

- Bunbury South Western Times
- Launceston Examiner
- Manly Daily
- [Seek.com.au](http://Seek.com.au)

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**SUPPLEMENTARY BUDGET ESTIMATES 2012-2013**

**Finance and Deregulation Portfolio**

**Department/Agency:** ComSuper

**Outcome/Program:**

**Topic:** Recruitment costs

**Senator:** Ryan

**Question reference number:** F68

**Type of question:** Written

**Date set by the committee for the return of answer:** Friday, 30 November 2012

**Number of pages:** 1

**Question:**

- a) How much was spent on recruitment advertising in 2011-12? How much of this was spent online and how much of this was spent on print advertising?
- b) Please list where recruitment advertising was listed online and in print media.
- c) How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?
- d) Please list where recruitment advertising was listed online and in print media.

**Answer:**

- a) \$3,580 was spent on recruitment advertising in 2011-12. The entire amount was spent on print advertising.

b)

Online Media:

- Adcorp who advertise online via [seek.com.au](http://seek.com.au) and [apsjobs.gov.au](http://apsjobs.gov.au).

Print Media:

- The Canberra Times.

- c) Year to date (1 July to 30 September 2012), \$14,099 was spent on recruitment advertising. This relates to one reimbursement to the Department of Finance and Deregulation (DoFD) for the advertising for the ComSuper CEO position.

- d) ComSuper is not aware of the print and online publications used for the recruitment effort outlined in the response to question c) – this is only shown as a reimbursement to DoFD, and no additional detail is available to ComSuper at this time.

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**SUPPLEMENTARY BUDGET ESTIMATES 2012-2013**

Finance and Deregulation Portfolio

**Department/Agency: Commonwealth Superannuation Corporation**

**Outcome/Program:**

**Topic:** Recruitment costs

**Senator: Ryan**

**Question reference number: F68**

**Type of question:** Written

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- d) Please list where recruitment advertising was listed online and in print media.

**Answer:**

a) Total costs 2011-12 \$14,557; online \$804 and print \$13,753.

b)

Online Media:

- Seek
- Wizard People

Print Media:

- Korn Ferry International
- Blaze Advertising Pty Ltd
- The Canberra Times

c) Total costs for the period 1 July to 30 September 2012 \$550; all online.

d) Online: Thomas Hancock Associates Pty Limited.

**Senate Finance and Public Administration Legislation Committee**  
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**SUPPLEMENTARY BUDGET ESTIMATES 2012-2013**

**Finance and Deregulation Portfolio**

**Department/Agency:** Future Fund Management Agency

**Outcome/Program:**

**Topic:** Recruitment costs

**Senator:** Ryan

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**Answer:**

a) Total costs \$10,642; online \$4,700 and print \$5,942.

b)

Online Media:

- eFinancialCareers.

Print Media:

- Australian Financial Review

c) Nil.

d) N/A.