

Department/Agency: Department of the Senate

Topic: Government Advertising

Senator: Senator Ryan

Question reference number: 19

Type of question: Written

Questions

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

Answer

\$25,375 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

The advertising was non-campaign advertising.

<i>Total cost of all advertising YTD (as at 31 October 2012): (GST Exclusive)</i>		\$25,375
All advertising in the Senate is non-campaign.		
Category	Serv. Provider	Cost
Senate committee activities	ADCORP Australia Ltd	\$24,045
Public notices (lectures)	ADCORP Australia Ltd	\$1,330

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

On 30 May 2012, information was received about proposed further changes to non-campaign recruitment advertising. The revised Non-campaign Recruitment Advertising Policy came into effect on 1 July 2012. No recruitment advertising has been placed for the financial year to date.

- 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 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.