

Department/Agency: Department of the Senate

Topic: Government Advertising

Senator: Senator Ryan

Question reference number: 20

Type of question: Written

Questions

1. What was the total cost of all advertising for 2011-12?

Answer

\$215,431 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

<i>Total cost of all advertising YTD (as at 30 June 2012):</i> (GST Exclusive)		\$215,431
All advertising is non-campaign		
Category	Serv. Provider	Cost
Senate committee activities	ADCORP Australia Ltd	\$202,093
Public notices (including lectures and Gazette notice)	ADCORP Australia Ltd	\$8,856
Recruitment	ADCORP Australia Ltd	\$4,482

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 revised Non-campaign Recruitment Advertising Policy came into effect on 1 July 2012.

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

While the Senate Department is not a government agency, the advertising generally complies with the Guidelines.

In addition to the advertising providing community advice regarding Senate Committee activities and the second about the Senate Occasional Lecture series, the following recruitment advertisements were placed:

- 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).
- 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.

6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

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 for recruitment advertising.