

Senate Finance and Public Administration Legislation Committee
Budget Estimates Hearing – October 2012
ANSWER TO QUESTIONS ON NOTICE

Prime Minister and Cabinet portfolio

Department/Agency: Office of the Official Secretary to the Governor-General

Program 1: Support for the Governor-General and Official Activities

Outcome 1: The performance of the Governor-General's role is facilitated through the organisation and management of official duties, management and maintenance of the official household and property and administration of the Australian Honours and Awards system.

Topic: Government Advertising 2011-12

Senator: Ryan

Question reference number: PM85

Type of Question: Written

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

Number of Pages: 2

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

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.

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

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

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.

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:

Total cost of advertising for 2011-12 was \$1,195.51. This includes the cost of advertising on SEEK which are detailed below (total \$698.25) plus \$497.26 subscription to APS Jobs for positions advertised.

Non-campaign advertising: five vacancies were advertised through Adcorp and SEEK:

Honours Branch – GH03-5 Admin and Trainee Case Officers advertised July 2011 cost \$136.63 – advertising provided by Adcorp and on SEEK.

Executive and Protocol Branch – GH04 Senior Household Attendant advertised September 2011 cost \$136.63 – advertising provided by Adcorp and on SEEK.

Executive and Protocol Branch – GH01 Household Attendant advertised September 2011 cost \$136.63 – advertising provided by Adcorp and on SEEK.

Honours Branch – GH03 Admin and Trainee Case Officers advertised May 2012 cost \$144.18 – advertising provided by Adcorp and on SEEK

Corporate Services Branch – GH05/6 Finance Officer advertised May 2012 cost \$144.18 – advertising provided by Adcorp and on SEEK

No

No

Yes

N/A