

## Appendix 1: Advertising Spend

Online Advertising Spend	2014/15	2015/16	2016/17	2017/18	2018/19
Facebook and Facebook owned properties				\$29,929	\$37,418
Social media influencers					
Other social media (e.g. LinkedIn, You Tube)				\$26,095	\$61,114
Search engine marketing:					
• Google	\$9,601	\$16,111	\$96,130	\$23,211	
• Bing		\$1,852	\$18,573	\$38,670	
• Yahoo					
Other online advertising (e.g. digital adverts)	\$39,845	\$4,533	\$72,587	\$77,636	
Television					
Radio, including podcasts	\$59,121	\$225,404	\$75,978	\$55,753	
Outdoor				\$79,889	
Print		\$248,517	\$184,914	\$126,830	

Total Advertising Spend					
2014/15	2015/16	2016/17	2017/18	2018/19	Total
\$108,567	\$496,417	\$448,182	\$458,033	\$98,532	\$1,609,731

Note: These figures exclude GST

**Appendix 2: Recruitment Advertising spend**

<b>Recruitment Advertising spend</b>					
<b>Month</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
July		\$22,488		\$33,764	\$44,718
August	\$242	\$11,900	\$41,402	\$846	\$644
September	\$150	\$15,735	\$773	\$972	\$3,784
October	\$5,676	\$138	\$24,328	\$12,376	\$1,004
November	\$138	\$322	\$1,008	\$62,734	\$323
December	\$230	\$1,092	\$504	\$547	\$588
January	\$23,519	\$23,592	\$33,626	\$22,891	\$46
February	\$109	\$242	\$265	\$7,534	\$1,617
March	\$127	\$17,415	\$783	\$127	\$1,489
April	\$230	\$79,488	\$4,552	\$1,973	\$4,395
May		\$12,466	\$1,244	\$161	\$3,978
June	\$626	\$81	\$2,057	\$2,007	\$1,369
<b>Total</b>	<b>\$31,046</b>	<b>\$184,959</b>	<b>\$110,541</b>	<b>\$145,931</b>	<b>\$63,954</b>

**Note:** These figures include GST

All spend is for on-line content related to specific roles being advertised rather than a general campaign

RELEASED UNDER THE OFFICIAL INFORMATION ACT