



Australian Government
Department of Finance and Deregulation



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Guidelines on Non-Campaign Recruitment Advertising

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Department of Finance and Deregulation
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Purpose

1. Purpose

- 1.1 Recruitment advertising promotes specific and general job vacancies including graduate opportunities within an Australian Government Agency.
- 1.2 These Guidelines apply to non-campaign recruitment advertising placed in print media, such as newspapers.
- 1.3 Large-scale recruitment advertising not related to specific job vacancies and with a substantial degree of creative content may be considered to be campaign advertising, which is subject to separate guidelines. Agencies should seek advice from the Department of Finance and Deregulation (Finance) if they are unsure whether an activity is non-campaign or campaign advertising.
- 1.4 These Guidelines assist Agencies to achieve value for money in recruitment advertising in the print media by:
 - mandating the use of a single whole-of-government composite recruitment advertisement for all advertised Government positions that are placed in National and/or Metropolitan print media;
 - mandating maximum sizes and placement of recruitment advertisements in other print media;
 - minimising the number of print media in which a position is advertised;
 - mandating that colour must not be used in recruitment advertisements; and
 - encouraging the use of alternative methods of recruitment advertising, such as online advertising.

2. Scope

- 2.1 These Guidelines apply to non-campaign recruitment advertisements, including graduate opportunities where Agencies elect to advertise in print media, such as newspapers.
- 2.2 These Guidelines do not apply to other forms of non-campaign recruitment advertisements that appear in other media, such as online.
- 2.3 Agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act) must comply with these Guidelines. Agencies subject to the *Commonwealth Authorities and Companies Act 1997* are encouraged to comply with these Guidelines.
- 2.4 The Chief Executive of an FMA Act Agency (or their delegate) may, in limited circumstances, consider and approve requests for an exemption from the mandatory whole-of-government composite advertisements for positions at the Senior Executive Service (SES) level, where special circumstances justify a need for a separate advertisement. Other positions, including specialist positions, cannot be exempted from these Guidelines.
- 2.5 Chief Executives should consider requests for exemption having regard to their obligation under section 44 of the FMA Act, to promote the proper use of Commonwealth resources, where proper use means efficient, effective and ethical use that is not inconsistent with the policies of the Commonwealth. In addition, to comply with the requirements of FMA Regulation 9, Chief Executives and other approvers also need to be satisfied when approving expenditure related to recruitment advertising that the proposed expenditure will represent a proper use of Commonwealth resources.

Considerations

3. Considerations

- 3.1 Agencies should consider carefully what advertising (in addition to APSjobs, www.apsjobs.gov.au), if any, may be needed to reach applicants for the position to be advertised.
- 3.2 Agencies are encouraged to consider the most cost effective advertising option(s) to attract suitable applicants.
- 3.3 Agencies are further encouraged to advertise recruitment vacancies on at least one online media forum, in addition to APSjobs, when advertising in the print media.
- 3.4 The master media agency for non-campaign advertising (Media Placement Agency) may be consulted for advice regarding all media options, publication dates and distribution areas, costs and deadlines. Options include:
 - Generalist recruitment websites, such as *SEEK*, *MyCareer* and *CareerOne*, may be a cost effective option for reaching a wide audience. In addition, there are a number of niche, specialist and industry specific online job boards that may be suitable for attracting applicants for SES, professional or specialist roles.
 - Local suburban, community newspapers, regional and rural press may be a cost effective option for attracting local interest for suburban, regional and rural vacancies.
 - Industry specific media options may be pursued where Agencies determine it is necessary to widen the search. For example, specific industry sections within newspapers such as health or IT sections and advertisements in industry/specialist publications may be an option.
 - Consideration of Indigenous media may be a cost effective option to attract Indigenous candidates. This is particularly encouraged for positions that involve Indigenous policy development or service delivery.
 - National and Metropolitan press placements in the whole-of-government composite recruitment advertisement.
- 3.5 Agencies should review the number of newspapers and the number of insertions for each advertised position in accordance with these Guidelines.
- 3.6 Agencies may consider placing recruitment advertisements in regional or rural papers that is relevant to the geographical location of the vacancy.
- 3.7 Under these Guidelines, repeating advertisements means the same recruitment advertisement is published again at a later time. Agencies may repeat the same recruitment advertisement in particular circumstances, for example, after receiving an unsatisfactory response to the advertisement published the first time.

Mandatory Requirements

4. Mandatory Requirements

- 4.1 Agencies must book and place all government recruitment advertisements through the Media Placement Agency.
- 4.2 Colour must not be used for any recruitment advertisements placed in print media.
- 4.3 Agencies subject to the *Public Service Act 1999* and the *Parliamentary Service Act 1999* must advertise employment opportunities, as required by the *Public Service Regulations 1999*, in the electronic Gazette, incorporated on APSjobs.
- 4.4 Agencies that engage outsourced recruitment organisations (such as under a third party recruitment arrangement), must comply with these Guidelines. Agencies must advise the Media Placement Agency of these outsourced arrangements in writing and the Media Placement Agency must invoice the Agency. Contractual arrangements with outsourced recruitment organisations should reflect these requirements.
- 4.5 Agencies placing an international recruitment advertisement that is:
 - placed from within Australian territory to appear outside Australian territory must use the Media Placement Agency; and
 - placed from outside Australian territory to appear outside Australian territory are not required to use the Media Placement Agency.

Advertising in National and Metropolitan Print Media

- 4.6 All Australian Government recruitment positions must appear in a single whole-of-government composite recruitment advertisement in any national and metropolitan newspaper where there is more than one Australian Government position advertised.
- 4.7 The whole-of-government composite recruitment advertisements include all APS positions and equivalents. A separate whole-of-government composite advertisement will include all SES positions and equivalent.

Mandatory Requirements

4.8 The total size of the whole-of-government composite advertisement is dependent on the number of individual Agency advertisements appearing in each particular National and Metropolitan print media. Each advertisement within the composite will be required to detail the advertised position:

- Job Title;
- Job Location / Section;
- Job Level;
- Salary Range;
- Job Reference Number;
- Contact Officer;
- Closing Date; and
- Details to obtain further information (i.e. for further information, please visit Agency website).

4.9 Agency recruitment advertisements placed in the whole-of-government composite will be arranged alphabetically by Agency name.

4.10 National and Metropolitan print media is:

- The Canberra Times;
- The Australian (including The Weekend Australian);
- Australian Financial Review;
- The Daily Telegraph;
- The Sydney Morning Herald;
- The Melbourne Age;
- The Herald Sun
- Brisbane Courier Mail;
- Adelaide Advertiser;
- The West Australian;
- Hobart Mercury; and
- The Northern Territory News.

Mandatory Requirements

4.11 All Australian Government recruitment advertisements in the whole-of-government composite will appear under a single whole-of-government brand '*one APS career... thousands of opportunities*'.

Advertising in Other Print Media

4.12 The maximum sizes for single position advertisements in publications other than those listed in 4.10 (above) are:

- APS 1 - 6: 13 cm x 3 columns (or another configuration up to 39 column cms);
- EL1 - 2: 16 cm x 3 columns (or another configuration up to 48 column cms); and
- SES positions: 20 cm x 3 columns (or another configuration up to 60 column cms).

4.13 It is recommended that Agencies select smaller options than those listed in 4.12, where possible, to reduce costs. Agencies are encouraged to seek advice from the Media Placement Agency on advertisement sizes.

4.14 The use of Agency composite advertisements is strongly encouraged, that is, advertisements carrying more than one position within an Agency, and their size will be largely dependent on the number of positions advertised. While sizes for Agency composite advertisements are not mandated, Agencies should be mindful of the underlying principle of reducing recruitment advertising costs.

4.15 The use of Agency branding or logos is a matter for the Agency, in accordance with any broader policy on Australian Government branding, such as the Department of the Prime Minister and Cabinet's requirements on Australian Government branding.

4.16 The Australian Government's branding requirements can be found online at www.dpmmc.gov.au/guidelines/docs/design_guidelines_PMC.rtf.

Procedures for placing recruitment ads

5. Procedures for placing recruitment advertisements with the Media Placement Agency

- 5.1 The following is a general outline of procedures involved in placing government recruitment advertisements. Agencies are encouraged to familiarise themselves with any specific services or requirements that the Media Placement Agency may have.
- 5.2 It is imperative that adequate time is allowed for the preparation of advertising material, always taking into consideration the inflexibility of newspaper deadlines. The Media Placement Agency provides, on average, a four-hour turnaround on advertisement requests, and this needs to be taken into account when planning your weekly advertising. An account manager from the Media Placement Agency can advise on flexibility within media deadlines, and will attempt to process late bookings or material alterations on an Agency's behalf.

Initiating the process

- 5.3 The first step is to contact the account manager at the Media Placement Agency and present them with a brief, outlining the position and the target audience. At this stage a discussion will take place with respect to content of the advertisement, the size, the placement and the budget. The account manager may also advise on appropriate regional, local and ethnic media, industry journals and any appropriate radio or online coverage. For routine recruitment advertisements an Agency may not need to have this initial discussion. The Media Placement Agency may assist an Agency in the development of recruitment advertising templates and advise on such things as whether the Agency supplied copy would fit into a template.
- 5.4 Although a media plan can be provided by the Media Placement Agency, based on media costs and other fees that can be forecast, Agencies should be aware that the final cost of the advertisement is usually dependent on the size of the advertisement, the final copy used and the number of alterations that have been requested by the Agency.
- 5.5 Once the media plan is approved, the Agency must submit an Advertising Order Form authorising the Media Placement Agency to commence the advertising process. Final media charges and production costs will be confirmed with a cost estimate, once copy and other material has been sent to the Agency's account manager.

Procedures for placing recruitment ads

Delivering advertising copy

- 5.6 All text and visual content for non-campaign recruitment advertisements should be electronically delivered to the Media Placement Agency. Any special requirements for the advertisement (e.g. logos, photos and graphics) should be delivered electronically in a format recommended by the Media Placement Agency. Should there be any questions regarding the material, the Agency should contact their Media Placement Agency account manager.

Approval

- 5.7 Any artwork or copy will be sent to the Agency for amendment or approval prior to publication. Written approval must be provided by the Agency before the Media Placement Agency is able to authorise placement. It is the responsibility of the Agency to ensure that the material content and booking is correct before signing the final proof. Approval to proceed will only be accepted by the Media Placement Agency once a completed Media Booking Authorisation and relevant proofs have been approved.
- 5.8 Advice of any alterations to the advertisement copy may be made by email, fax or telephone – depending on the complexity of the alterations. All alterations will result in an additional proof being produced; ensuring the final material has always been viewed and approved by the Agency. Unless there are major alterations it is always preferable to make any changes to the proof received, rather than providing a new copy.

Despatch

- 5.9 It is important to note that adherence to newspaper material deadlines must include additional time for electronic transmission of the advertisement to the newspaper. The Media Placement Agency advises the Agency to approve all advertising material at least two hours prior to publishing deadlines, to ensure successful despatch and receipt of material within the media production department.

Procedures for placing recruitment ads

Deadlines

5.10 It is recognised that the needs of the Agency may result in short lead times, necessitating the fast turnaround of advertising material and bookings. However, the following points need to be taken into consideration when making bookings with the Media Placement Agency:

- Availability in electronic media is subject to the level of demand at the time of booking. Prime placement is often reflective of advance booking notification.
- Bookings and material can be accepted up to 48 hours prior to insertion for most Australian newspapers. However, advance notice of forward bookings may enhance prime placement. It should also be noted that there are longer lead times for some pre-printed sections of newspapers.
- Magazine deadlines vary depending on the publication, but generally they require six to eight weeks advance notice for bookings and material.
- All media have published cancellation deadlines, which vary from 48 hours to eight weeks. It is important for the Agency to advise the Media Placement Agency's account manager as soon as possible of the intention to cancel media. It is preferred that an Agency advises first by phone, and then follows up with written confirmation which supersedes the existing order form.

6. Contact details for further information

Department of Finance and Deregulation

Website: www.finance.gov.au

Email: advertising@finance.gov.au

Telephone: 02 6215 2222 (switchboard).

APSjobs

Website: www.apsjobs.gov.au

Email: apsjobs@apsc.gov.au

Telephone: 02 6202 3559 (APSjobs Help Line)

