

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
 Industry, Tourism and Resources Portfolio  
 2006-07 Additional Budget Estimates Hearing  
 15 & 16 February 2007

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** *Campaign Advertising – Cost, Frequency and Type*

**REFERENCE:** WRITTEN QUESTION

**QUESTION No.** AI-129

**Senator WONG asked:**— For Campaign advertising in each department and agency in the Minister's portfolio, what is the:

- a. cost
- b. frequency; and
- c. type/medium (e.g. print, television, radio) of campaign advertising for this financial year?

Can this information be provided on a monthly basis for the financial year?

**ANSWER**

**INVEST AUSTRALIA**

- a. The estimated cost of Invest Australia's advertising campaign for 2006-07 is \$1,149,951.87
- b. Frequency – see table below
- c. Type/Medium – see table below

<b>Advertising placement</b>	<b>Advertising insertion date</b>	<b>Type/Medium</b>
Site Selection	June 2006	Magazine
Business Week Global Edition	July 2006	Magazine
Touch and Taste	July 2006	Magazine
Global Custodian	July 2006	Magazine
Aquaculture Australasia	27 August 2006	Publication
International Business Daily	29 August 2006	Newspaper
Financial Times	12 September 2006	Newspaper
Eurobiotech News	15 September 2006	Magazine
Transkript	27 September 2006	Magazine
Euromoney	28 September 2006	Publication
China Aust Investment Yearbook	29 October 2006	Publication
Business Week China	1 November 2006	Magazine
Australian Life Scientist	10 November 2006	Magazine
Transkript	6 December 2006	Magazine
California Farmer	14 December 2006	Magazine
Australian Japan Publication	January 2007	Publication
Wall Street Journal	13 January 2007	Newspaper

California Farmer	18 January 2007	Magazine
Google	February - June 2007	Online
The Economist	24 February 2007	Magazine
21 <sup>st</sup> Century Business Herald	5 March 2007	Newspaper
New Fortune	5 March 2007	Magazine
Les Echos	6 March 2007	Newspaper
Applied Clinical Trials	7 March 2007	Journal
Australian Life Scientist	10 March 2007	Magazine
The Economist	10 March 2007	Magazine
21 <sup>st</sup> Century Business Herald	12 March 2007	Newspaper
Les Echos	14 March 2007	Newspaper
Economist.com	15 March – 30 May 2007	Online
Business 2.0	15 March 2007	Magazine
21 <sup>st</sup> Century Business Herald	19 March 2007	Newspaper
Les Echos	27 March 2007	Newspaper
Venture Beat	1 April 2007	Online
New Fortune	5 April 2007	Magazine
Nikkei Business	16 April 2007	Magazine
The Economist	28 April 2007	Magazine
New Fortune	5 May 2007	Magazine
Red Herring	7 May 2007	Magazine
Fierce Finance	7 to 11 May 2007	Online
Fierce Biotech	12 May	Online
Fierce Biotech	23 May	Online
The Economist	26 May 2007	Magazine
Fierce Biotech	31 May 2007	Online
WirtschaftsWoche	25 June 2007	Magazine
Pensions & Investments	26 June 2007	Magazine

Can this information be provided on a monthly basis for the financial year?

<b>Month</b>	<b>Advertising placement</b>	<b>Cost</b>	
July	Touch and Taste	Free of charge	
	Financial Times	<b>\$78,988.94</b>	
	Business Week Global edition	<b>\$67,399.03</b>	
	Site Selection	<b>\$9,123.22</b>	
	Global Custodian	<b>\$8,700.00</b>	
Total spend for July - \$164,211.19			
August	Aquaculture Australasia	Free of charge	
	International Business Daily	<b>\$23,820.79</b>	
		<b>\$7,820.82</b>	
Total spend for August - \$31,641.61			
September	Transkript	<b>\$9,000</b>	
	Eurobiotech News	<b>\$9,000</b>	
	Euromoney	Free of charge	
	Financial Times	<b>\$56,109.39</b>	
Total spend for September - \$74,109.39			
October	China Aust Investment Yearbook	Free of charge	NIL spend total for October
November	Business Week China	Free of charge	
	Australian Life Scientist	<b>\$2,900.00</b>	
Total spend for November - \$2,900.00			
December	Transkript	<b>\$9,000</b>	
	California Farmer	<b>\$3,726.35</b>	
Total spend for December - \$12,726.35			
January	Australian Japan Publication	<b>\$11,250.00</b>	
	Wall Street Journal	<b>\$46,098.98</b>	
	California Farmer	<b>\$3,702.05</b>	
Total spend for January - \$61,051.03			
February	Google online advertising	<i>\$100,000.00*</i>	
	The Economist	<i>\$75,148.00*</i>	
Total estimated spend for February - \$175,148			
March	21 <sup>st</sup> Century Business Herald	<i>\$15,235.00*</i>	
	New Fortune	<b>\$8,828.10</b>	
	Les Echos	<i>\$14,511.00*</i>	
	Applied Clinical Trials	<i>\$6,869.00*</i>	
	Australian Life Scientist	<i>\$16,000.00*</i>	
	The Economist	<i>\$75,148.00*</i>	
	21 <sup>st</sup> Century Business Herald (2)	<i>\$15,235.00*</i>	
	Les Echos (2)	<i>\$14,511.00*</i>	
	Economist.com	<i>\$50,043.00*</i>	

	Business 2.0 21 <sup>st</sup> Century Business Herald (3) Les Echos (3)	\$22,491.00* \$15,235.00* \$14,511.00*	
Total estimated spend for March - \$268,617.10			
April	Venture Beat New Fortune Nikkei Business The Economist	\$7,806.00* \$8,828.10* \$39,660.00* \$83,153.00*	
Total estimated spend for April - \$139,447.10			
May	New Fortune Red Herring Fierce Finance Fierce Biotech Fierce Biotech (2) The Economist Fierce Biotech (3)	\$8,828.10* \$46,305.00* \$7,000.00* \$5,000.00* \$5,000.00* \$83,153.00* \$6,000.00*	
Total estimated spend for May - \$161,286.10			
June	WirtschaftsWoche Pensions & Investments	\$35,198.00* \$23,616.00*	
Total estimated spend for June - \$58,814			

\* = advertising booked but not yet paid

## INNOVATION DIVISION

Recipient	Service	Cost	Frequency	Type/ Medium	Month
<b>2006-07</b>					
Radiowise Media Network	News release on GM Foods	\$770	Once	Radio	Aug 06
HMA Blaze	Advertising seeking expressions of interest to apply for the \$10m grant to build and operate a Mammalian Cell facility	\$5,596	Once	Print	Jan 07
HMA Blaze	Advertising seeking expressions of interest to apply for the \$10m grant to build and operate a Mammalian Cell facility	\$5,362	Once	Print	Feb 07
<b>2005-06</b>					
Science Teachers Assoc of Vic	Advertising Biotechnology Australia on the Biotechnology Schools Resource	\$440	Once	Print	Jul 05
Science Teachers Assoc of Vic	Advertising Biotechnology Australia in the Science Teachers Assoc of WA journal "SCIOS"	\$1,000	Once	Print	Jul 05
Australian Science Festival	Innovation banner on Science Festival homepage	\$1,500	Annual event funding considered each year on its merits	Print	Jul 05
HMA Blaze	Advertising seeking public comment on Nanotechnology	\$19,075	Once	Print	Dec 05
HMA Blaze	Advertisement for Biotechnology Australia Forum (Victor Harbour Times)	\$157	Once	Print	Apr 06
HMA Blaze	Advertising for Biotechnology Australia Forum	\$295	Once	Print	May 06
Hallmark Editions	Advertising invitation for grant applications to establish an Australian BioInformatics Network	\$297	Once	Print	May 06
ASF Limited	Advertising and promotion of Biotechnology Australia through the Australian Science Festival's web site and publication	\$5,220	Annual event but funding is dependent on budget considerations	Print	Jun 06

**IP AUSTRALIA**

<b>Outlet</b>	<b>Cost</b>	<b>Frequency</b>	<b>Type/ Medium</b>	<b>Month</b>
<b>2006-07</b>				
2B Advertising & Design	\$855	Once	Print	Jul 06
Macquarie University	\$120	Once	Online	Aug 06
Standards Australia HMA Blaze	\$5246	Once	Print	Sept 06
Agricultural Publishers P/L	\$1971	Once	Print	Nov 06
BRW	\$18440	Once	Print	Dec 06
HMA Blaze	\$39242	Once	Print and online	Feb 06