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Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2004-2005, 31 May 2004 to 2 June 2004

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES
OUTCOME/OUTPUT: Outcome 1, Output 1.1
TOPIC: AUSINDUSTRY REGIONAL RADIO PROMOTIONS
REFERENCE: HANSARD 31/5/04, PAGE E87

QUESTION No.9
(Hansard 31/5/04, p.E87)

Senator Campbell asked about:

In relation to radio advertising undertaken by AusIndustry ... Can you tell us which regional areas were covered by the regional radio that you did last year?

ANSWER

Only one paid radio promotion was undertaken in the 2003 calendar year. The coverage of the promotion related to AusIndustry's programs as a part of the Riverina Food Festival and was centred on Griffith, NSW. In addition Regional Managers also appeared on talk back radio spots to promote AusIndustry's programs at the invitation of particular radio stations. These were not recorded as paid advertising.