

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

TREASURY

Australian Taxation Office

(Supplementary Budget Estimates November 2004)

Outcome 2, Output 2.2.1

Topic: Cost of advertising or advertorial in ethnic press

Supplementary question on notice: Supp 21

Senator **Ludwig** asked:

- a) For each of the financial years i) 1995-96, ii) 1996-97, iii) 1997-98, iv) 1998-99, v) 1999-00, vi) 2000-01, vii) 2001-02, viii) 2002-03, ix) 2003-04 how much was spent in advertising or advertorial in the ethnic press?
- b) For each of the above years, could the Department please specify each title, in which advertising was bought, the language of that title and the total annual spend on advertising and advertorial in each title.

Answer:

This information is held by the Government Communications Unit, Department of Prime Minister & Cabinet, who administers the Commonwealth's central advertising system which records advertising cost for all agencies. Government departments are required to allocate 7.5% of campaign funding to advertise in ethnic press and/or radio.