

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/advertorial on ethnic radio

Supplementary question on notice: Supp 22

Senator Ludwig asked:

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 and or advertorials on ethnic radio? For each financial year, could the Department please specify which station, broadcast language and how much was spent on each language at each station?

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 costs for all agencies. Government departments are required to allocate 7.5% of campaign funding to advertise in ethnic press and/or radio.