

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 ADDITIONAL ESTIMATES HEARING

**Outcome:** All  
**Output Group:** All

#### **DEST Question No. E849\_05 & E818\_05 (request for updates)**

Senator Carr provided in writing.

*Refers to DEST Question No. E992\_04*

#### **Question:**

Could I have a total advertising budget for the department, per outcome, as listed on pages 144 and 145 of the PBS? I would like to know the cost of advertising associated with each of those outcomes. In the forward years, if you could, please, and in the current year obviously.

#### **Answer:**

The Department does not separately budget for advertising costs. Advertising costs are met from the resources provided to business areas to meet all administrative costs. The level of advertising expense is determined by individual managers during the course of the year.

Actual advertising expenses by outcome for the past two financial years and February year to date are as follows:

	FY 2002-03	FY 2003-04	FY 2004-05 (Feb 05)
Outcome 1	153,835	466,453	306,956
Outcome 2 <sup>(2)</sup>	3,531,602	10,827,604	509,412
Outcome 3 <sup>(1)</sup>	365,518	644,547	737,454
<b>Total</b>	<b>\$4,050,955</b>	<b>\$11,938,604</b>	<b>\$1,553,822</b>

#### Note

- (1) The department assumed responsibility for Questacon on 1 July 2003 from the Department of Communications, Information Technology and the Arts.
- (2) In the 2002-03 and the 2003-04 financial years the Department developed and implemented major media campaigns to promote the New Apprenticeships initiative.