

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 ADDITIONAL ESTIMATES HEARING

**Outcome:** ALL  
**Output Group:** ALL

#### DEST Question No. E868\_07

Senator Wong provided in writing.

#### Question:

##### Advertising Campaigns

1. 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:

##### Advertising Campaigns

(a) & (c) The cost of advertising for the *Skills for the Future* campaign across each media type/medium over the 2006-07 financial year is as follows (costs are GST inclusive):

Media	Oct 2006	Nov 2006	Dec 2006	Jan 2007	Feb 2007	Mar 2007	TOTAL
Television	2,801,270	2,502,866	-	730,948	1,761,918	-	7,797,001
Radio	806,220	658,187	-	331,894	831,604	-	2,627,905
Newspapers	169,892	594,987	46,718	72,631	707,032	-	1,591,259
Magazines	-	60,994	29,920	25,675	58,719	-	175,308
Cinema	-	-	56,938	142,296	-	-	199,234
Indigenous Press	4,647	3,901	-	-	8,548	-	17,096
Indigenous Radio	10,308	5,976	-	3,165	6,718	-	26,167
Internet	-	74,473	422	8,135	101,269	7,832	192,130
NESB Press	-	60,301	269	2,978	71,158	-	134,705
NESB Radio	17,070	86,461	-	37,577	59,795	-	200,903
Print Handicapped Radio	6,724	3,608	-	1,804	3,608	-	15,744
<b>TOTAL</b>	<b>3,816,131</b>	<b>4,051,753</b>	<b>134,267</b>	<b>1,357,101</b>	<b>3,610,369</b>	<b>7,832</b>	<b>12,977,454</b>

- (b) Phase one of the campaign was launched on 22 October 2006 and ran through to 18 January 2007. Phase two of the campaign ran from 28 January 2007 to 3 March 2007.

*ANSTO has provided the following response:*

No Campaign advertising this financial year.

*CSIRO has provided the following response:*

No Campaign advertising this financial year.

*ARC has provided the following response:*

No Campaign advertising this financial year.

*AIATSIS has provided the following response:*

No Campaign advertising this financial year.

*AIMS has provided the following response:*

No Campaign advertising this financial year.