

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 BUDGET ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E284_07

Senator Wong provided in writing.

Refers to DEST Question Nos: E849_05

Question:

Please provide an update to E849_05:

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.

Please also provide the advertising budget for 2006-07. For each of the last five years, please list the top 10 items of expenditure per outcome.

Answer:

Advertising Costs

With the exception of specific advertising budget measures 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 expenditure is determined by individual managers during the course of the year. There are no specific advertising measures in the 2006-07 Budget.

A listing of payments to Advertising and Market Research Organisations can be found at Appendix 3 in each of the Department's Annual Reports over the last five years.

Actual advertising for 2004-05 and 2005-06 are as follows:

	2004-05	2005-06
Outcome 1	497,163	901,684
Outcome 2 ⁽¹⁾	2,174,592	938,834
Outcome 3	875,324	1,006,773
TOTAL	\$3,547,079	\$2,847,291

Note

- (1) In the 2004-05 financial year the Department developed and delivered major media campaigns relating to the Higher Education Reforms.