

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 SUPPLEMENTARY ESTIMATES

Outcome: All
Output Group: All

DEST Question No. E346_05

Senator Ludwig provided in writing.

Question:

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?

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:

The Department, in its various iterations, has used several master media buyers during the periods indicated in the question. The information requested in the question would require extensive interrogation of records by the Department and the active cooperation of all these media agencies, some of whom are no longer contracted to the Commonwealth.

All campaign advertising placed through the Australian Government's Central Advertising System must have at least 7.5% of the budget for newspaper and radio advertising spent on non-English newspaper and radio media respectively.

Please note the Department's various portfolio agencies have all provided a 'nil' response to this question.