

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2005-2006 SUPPLEMENTARY ESTIMATES HEARING

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

#### DEST Question No. E500\_06

Senator Wong asked on 2 November 2005, EWRE Hansard page 8.

#### Question:

On notice, what I would like to see is the total spend in the department on advertising, public relations, marketing, direct mail and market research since the 1995-96 financial year.

#### Answer:

##### *Payments to Advertising and Market Research Organisations*

<b>Financial Year</b>	<b>Advertising Organisations \$</b>	<b>Media Advertising Organisations \$</b>	<b>Market Research Organisations \$</b>	<b>Direct Mail Organisations \$</b>	<b>Total \$</b>
<b>1995-96</b>	917,628	3,873,128	2,838,827	831,898	<b>8,461,481</b>
<b>1996-97</b>	171,464	570,592	3,580,934	814,166	<b>5,137,156</b>
<b>1997-98</b>	3,033,348	6,485,879	1,535,697	634,117	<b>11,689,041</b>
<b>1998-99</b>	1,870,328	5,234,876	364,668	5,633	<b>7,475,505</b>
<b>1999-00</b>	2,215,091	5,514,588	940,690	15,392	<b>8,685,761</b>
<b>2000-01</b>	1,113,364	12,608,509	807,094	30,888	<b>14,559,855</b>
<b>2001-02</b>	1,714,782	5,134,486	1,167,617	-	<b>8,016,885</b>
<b>2002-03</b>	1,105,334	2,945,621	414,642	-	<b>4,465,597</b>
<b>2003-04</b>	1,044,925	10,893,679	809,710	404,325	<b>13,152,639</b>
<b>2004-05</b>	260,012	3,287,068	431,291	27,269	<b>4,005,640</b>

The above table shows amounts paid to advertising; media advertising; market research; and direct mail organisations by the Department for financial years 1995-96 to 2004-05. Figures have been sourced from the Department's annual reports for each of the years listed as per the appendix 'Payments to Advertising and Market Research Organisations'. The values in the appendix do not include payments made to an organisation that were less than \$1,500. This is consistent with section 311A of the *Commonwealth Electoral Act 1918*.