

EDUCATION, SCIENCE AND TRAINING

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

Outcome: ALL
Output Group: ALL

DEST Question No. E501_06 - Final

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

Question:

Can you also either now or on notice-I am presuming you cannot do it now – give me the total advertising, public relations, marketing, and direct mail spend on the New Apprenticeships and higher education reforms, also over the same period?

Can I have the same set of data for the same period also in relation to Discovering Democracy, Investing in our Schools, school literacy voucher initiatives and the Australian technical colleges?

Answer:

*Table 1: Payments to Advertising; media advertising; and direct mail organisations for **New Apprenticeships**.*

Financial Year	Advertising Organisations \$	Media Advertising Organisations \$	Direct Mail Organisations \$	Total \$
1995-96				nil
1996-97	71,559	3,120		74,679
1997-98	1,243,610		517,421	1,761,031
1998-99	303,432			303,432
1999-00	2,215,091	4,564,745		6,779,836
2000-01	351,118	11,483,245		11,834,363
2001-02	162,528	4,077,386		4,239,914
2002-03	884,304	1,980,000		2,864,304
2003-04	1,026,700	9,173,140		10,199,840
2004-05		12,426		12,426
Total \$	6,258,342	31,294,062	517,421	38,069,825*

*Table 2: Payments to Advertising; media advertising; and direct mail organisations for **Higher Education reforms**.*

Financial Year	Advertising Organisations \$	Media Advertising Organisations \$	Direct Mail Organisations \$	Total \$
1995-2002				nil
2003-04			8,349	8,349
2004-05	70,456	1,431,242		1,501,698
Total \$	70,456	1,431,242	8,349	1,510,047**

Tables 1 and 2 shows amounts paid to advertising; media advertising; and direct mail organisations by the Department for financial years 1995-96 to 2004-05. The figures exclude payments to Market Research Organisations. 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*.

*There was additional expenditure on broader promotional activities for New Apprenticeships which is outlined in answer to DEST Question E504_06

**In 2004-05 an additional \$495,463 (GST inclusive) was spent on the printing of information products and \$157,740 (GST inclusive) on market research for the campaign. This expenditure is not reflected in the above table.

Discovering Democracy programme

Under the *Discovering Democracy* programme, \$398,391.13 was paid for one contract for public relations activities in the financial years 2000-01 and 2001-02.

Investing in Our Schools Programme

There were no payments made from the *Investing in Our Schools Programme* for advertising, media, or direct mail organisations for the financial years 2000-01 through to 2004-05.

Table 3: *Payments to Advertising; media advertising; and direct mail organisations for Schools Tutorial Voucher Initiative.*

Financial Year	Advertising Organisations \$	Media Advertising Organisations \$	Direct Mail Organisations \$	Total \$
1995-2003				nil
2004-05		15,924.88		15,924.88
Total \$	0.00	15,924.88	0.00	15,924.88

Table 4: *Payments to Advertising; media advertising; and direct mail organisations for Australian Technical Colleges.*

Financial Year	Advertising Organisations \$	Media Advertising Organisations \$	Direct Mail Organisations \$	Total \$
1995-2003				nil
2004-05		176,997.03		176,997.03
Total \$	0.00	176,997.03	0.00	176,997.03