

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Supplementary Budget Estimates 2004-2005

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES
OUTCOME/OUTPUT: ALL Outcomes and Outputs
TOPIC: ADVERTISING IN ETHNIC PRESS
REFERENCE: WRITTEN QUESTIONS ON NOTICE

QUESTION No.24-26

Senator Ludwig asked:

24. 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?
25. 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.
26. 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 and or advertorials on ethnic radio? For each financial year, could the Department please specify which station, broadcast language and how much was spent on each language at each station?

ANSWER

Department of Industry, Tourism and Resources

The specific historical information requested is not readily available. Currently, the Department does not undertake any advertising in the ethnic press.

General information on expenditure on advertising is available in the Department's annual reports.

IP Australia

IP Australia has not undertaken any advertising in the ethnic press.

Geoscience Australia

Geoscience Australia has not undertaken any advertising in the ethnic press.

Tourism Australia

80 percent of Tourism Australia's campaigns are run overseas and therefore incorporate appropriate overseas media.