

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2003-2004 ADDITIONAL ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E992_04

Senator Carr provided in writing.

Question:

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.

Answer:

Advertising

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 expense is determined by individual managers during the course of the year.

Actual advertising expenses by outcome for the 2002-03 financial year are as follows:

Outcome 1	\$153,835
Outcome 2	\$3,531,602
Outcome 3	\$365,518

It is expected that actual advertising expenses for the current and forward years will be of a similar amount and distributed across the outcomes in a similar pattern.