

EDUCATION, EMPLOYMENT AND WORKPLACE RELATIONS

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2007-08 ADDITIONAL ESTIMATES HEARING

Outcome All

DEEWR Question No. EW99_08

Senator Wortley asked on 20 February 2008, EEWPR Proof Hansard page 33.

Question

Consultancies, Advertising and Market Research

Senator WORTLEY—Thank you. In regard to consultancies, advertising and market research, I would like to know what was the total amount spent on consultancies by the former DEST and the former DEWR to each year, going back to 1996?

Senator WORTLEY—What was the total amount spent on market research by the former DEST and the former DEWR each year going back to 1996? What was the total amount spent on creative and production agencies by the former DEST and the former DEWR each year going back to 1996?

Ms Paul—We can get that for you on notice.

Answer

Note: The data for 2007-08 goes from 1/7/07- 2/12/07 when DEST and DEWR ceased to exist as separate entities

	1. Consultancies* (\$)		
	DEST	DEWR	DEETYA
**96-97			5,212,000
**97-98			11,807,150
98-99	10,215,155	3,935,910	
99-2000	14,562,862	6,955,009	
2000-01	20,229,558	3,739,196	
2001-02	24,617,812	2,552,390	
2002-03	22,865,827	5,429,771	
2003-04	17,330,665	4,560,550	
2004-05	18,641,269	8,527,271	
2005-06	17,488,436	28,472,182	
2006-07	20,005,941	41,132,715	
*2007/08	11,878,858	11,550,464	
Total	177,836,383	116,855,458	17,019,150

Notes:

Given figures have been extracted from Annual Reports, they are shown as GST inclusive from 1/07/2000.

*Figures for period 1996 - 2007 have been extracted from the relevant Annual Reports. Figures for 2007-2008 have been extracted from Departmental systems and have not been audited.

**For 1996-97 and 1997-98 Education and Employment were combined in the one department.

	2. Market Research*		
	(\$)		
	DEST	DEWR	DEETYA
**96-97			1,576
**97-98			267,695
98-99	204,700	***	
99-2000	452,676	100,113	
2000-01	264,473	153,644	
2001-02	394,741	94,386	
2002-03	153,985	0	
2003-04	300,945	83,699	
2004-05	206,800	0	
2005-06	0	3,105,450	
2006-07	614,017	1,819,875	
****2007/08	270,600	1,429,666	
Total	2,862,937	6,786,833	269,271

Notes:

Given figures have been extracted from Annual Reports, they are shown as GST inclusive from 1/07/2000.

*This expenditure relates solely to market research associated with advertising campaigns.

**For 1996-97 and 1997-98 Education and Employment were combined in the one department.

*** DEWR Market research expenditure for 1998-1999 is not available as the DEWR Annual Report for this year did not break down a total cost for market research.

****Figures for 2007-2008 have been extracted from Departmental systems and have not been audited.

	3. Creative and Production Agencies*		
	(\$)		
	DEST	DEWR	DEETYA
**96-97			0
**97-98			3,025,742
98-99	1,831,953	***	
99-2000	2,215,091	51,694	
2000-01	426,820	260,415	
2001-02	1,714,782	836,246	
2002-03	884,304	0	
2003-04	1,026,700	59,176	
2004-05	70,456	0	
2005-06	0	4,476,754	
2006-07	2,421,685	3,248,129	
****2007/08	875,666	4,387,660	
Total	11,467,457	13,320,074	3,025,742

Notes:

Given figures have been extracted from Annual Reports, they are shown as GST inclusive from 1/07/2000.

*This expenditure relates solely to creative and production costs associated with advertising campaigns.

**For 1996-97 and 1997-98 Education and Employment were combined in the one department.

*** DEWR Creative and production agencies expenditure for 1998-1999 is not available as the DEWR Annual Report for this year did not break down a total cost for advertising.

****Figures for 2007-2008 have been extracted from Departmental systems and have not been audited.

