

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Medibank Private
Outcome/Program: Medibank
Topic: Medibank management expenses

Senator: Cormann

Question reference number: F22

Type of question: Hansard, F&PA Committee, Page 44, 12 February 2013

Date set by the committee for the return of answer: Tuesday, 2 April 2013

Number of pages: 1

Question:

Senator CORMANN: Fair enough. In terms of your non-health insurance corporate activities, what is your promotion, advertising and marketing budget as a proportion of your overall Medibank management expenses?

Answer:

Medibank Private Limited's FY12 promotion, advertising and marketing expenses (including communications to members) as a proportion of non-claims expenses was approximately 10%.