

SENATE LEGAL AND CONSTITUTIONAL LEGISLATION COMMITTEE
AUSTRALIAN CUSTOMS SERVICE

Question No. 106

Senator Ludwig asked the following question at the hearing on 17 February 2006:

Further to the reply to Question 155, from 16 February 2004:

- a) Why did advertising costs quadruple in 2000-01?
- b) Why did this further increase by a third in 2002-03?
- c) Why did it subsequently treble in 2003-04?
- d) Is this advertising expenditure:
 - i) Directed by the minister?
 - ii) Approved by the minister?
- e) Are you able to provide the final figures for 2003-04 and the figures for 2004-05 and 2005-06 (to date)?

The answer to the honourable senator's question is as follows:

- a) Data held by Customs is not readily adaptable to the question. Variations in advertising expenditure over the period are due to a range of factors, including changes to Customs accounting procedures and natural variations in non-campaign media advertising including recruitment advertising, procurement advertising, publication of dumping notices, and miscellaneous advertising.
- b) See (a) above.
- c) See (a) above.
- d) (i) No.

(ii) No.
- e) 2003-04: \$902 229.48.

2004-05: \$872 342.04.

2005-06 (to date): \$588 989.13.