

Appendix 8

Government advertising expenditure by type 1995-1996 to 2004-2005

Source: Department of the Prime Minister and Cabinet, Extract from answers to questions on notice received 7 October 2005 and revised 29 November 2005.

Senate Finance and Public Administration References Committee

Inquiry into Government Advertising and Accountability

13 September 2005



Questions on Notice

Senator Murray asked the following:

1. What sums did the Commonwealth government spend on advertising in (i) Australian, (ii) metropolitan, (iii) suburban, (iv) regional and (v) country area (a) newspapers, (b) radio, and (c) television in each financial year from 1995-96 to 2004-05 inclusive?
2. What criteria are used to determine the placement of advertisements, particularly with respect to local, regional and country outlets?
3. What percentage of the campaign budget allocated to newspaper advertising for campaigns costing \$100,000 or more in the years 1996-97 to 2003-04 inclusive was devoted to non-English language newspapers?
4. What percentage of the campaign budget allocated to radio advertising for campaigns costing \$100,000 or more in the years 1996-97 to 2003-04 inclusive was devoted to non-English radio?

The answers to Senator Murray's questions are as follows:

1.	(i)	(ii)	(iii)	(iv) and (v)	(a)	(b)	(c)
Year	National Press	Metropolitan Press	Suburban Press	Regional & Rural Press	Total Press	Total Radio	Total Television
1995-1996	\$1,122,316	\$6,561,126	\$329,298	\$4,942,399	17,174,937	\$4,797,445	\$22,117,907
1996-1997	\$902,459	\$4,957,851	\$104,276	\$3,414,330	\$11,115,501	\$4,886,653	\$11,095,737
1997-1998	\$1,530,630	\$10,252,328	\$376,127	\$7,836,491	\$22,765,408	\$6,824,281	\$24,987,883
1998-1999	\$1,166,511	\$10,815,985	\$610,498	\$2,718,053	\$21,640,157	\$6,383,727	\$23,712,917
1999-2000	\$2,173,474	\$22,683,598	\$5,504,866	\$29,969,099	\$64,282,310	\$15,649,763	\$100,602,852
2000-2001	\$1,822,583	\$15,075,546	\$2,658,917	\$14,054,503	\$35,288,521	\$15,306,422	\$74,720,627
2001-2002	\$1,139,841	\$10,182,982	\$1,316,917	\$7,654,513	\$21,292,508	\$7,579,774	\$46,450,199
2002-2003	\$407,028	\$6,335,529	\$521,008	\$4,186,833	\$12,192,161	\$5,243,663	\$27,357,719
2003-2004	\$954,692	\$9,961,453	\$512,392	\$9,182,579	\$21,909,997	\$6,196,448	\$59,077,350
2004-2005	\$1,477,246	\$9,933,890	\$706,514	\$7,089,397	\$21,149,718	\$7,454,772	\$43,199,533

Note: As it is not possible to separate out campaigns less than \$100,000, all campaigns placed through the Central Advertising System have been included. Total Press at column (a) above also includes expenditure for NESB, Indigenous, Overseas, Street press, Kids media and Trade press. 1995-1998 expenditure also includes magazines.

2. Media are selected following developmental research with the target audiences and an analysis of information available through the use of various proprietary media tools used by the Master Media placement agency to inform about the media habits of the range of demographic and psychographic target audience profiles. The Master Media agency makes recommendations to the Government Communications Unit, client department and finally the Ministerial Committee on Government Communications which considers and approves media plans.

3.	%
1996-1997	2.0%
1997-1998	4.4%
1998-1999	4.4%
1999-2000	5.8%
2000-2001	4.5%
2001-2002	4.4%
2002-2003	5.6%
2003-2004	5.1%

4.	%
1996-1997	figures not available
1997-1998	figures not available
1998-1999	2%
1999-2000	13.8%
2000-2001	6.9%
2001-2002	4.8%
2002-2003	5.6%
2003-2004	9.3%

Note: Defence Force Recruiting is exempt from the 7.5% NESB requirement. Some campaigns in specific locations are not serviced by NESB press (e.g. Commonwealth Regional Information Service). For some large campaigns 7.5% expenditure would be excessive (e.g. Taxation Reform).