

Senate Finance and Administration Legislation Committee

3 November 2006

Topic: Advertising

Senator McLucas asked:

I wonder if you could give us your advertising costs from 2000-01 through to the current time?

Answer:

As listed in Medibank Private's annual report the figures below are for total marketing expenses from 2000-1 through to the current time. These figures cover activities that include advertising, sponsorship, public relations and brand awareness initiatives.

2000-01	\$32.0m
2001-02	\$15.7m
2002-03	\$18.1m
2003-04	\$16.7m
2004-05	\$28.6m
2005-06	\$36.0m

Details of Medibank Private's advertising activity and associated costs are commercial in confidence and cannot be disclosed, as this would compromise Medibank Private's commercial position.

However, AC Nielsen tracks Medibank Private's advertising expenditure since 2000 as the following:

2000-01	\$8.4m
2001-02	\$4.4m
2002-03	\$4.4m
2003-04	\$3.8m
2004-05	\$7.5m
2005-06	\$9.7m