

GOVERNMENT ADVERTISING - EXPENDITURE

1314. Mr P.D. Omodei to the Public Sector Management

- (1) What was the total amount spent on Government advertising in -
  - (a) 2002-2005; and
  - (b) 2005-2006?
- (2) What is the total amount expected to be spent on Government advertising in 2006-2007?

Mr A.J. CARPENTER replied:

- (1)
  - (a) Government Department and Agency expenditure on advertising placement for 2002-2003, 2003-2004 and 2004-2005 was \$73.7million;
  - (b) Government Department and Agency expenditure on advertising placement for 2005-2006 was \$24.3million.
- (2) Including provision for media rate increases, it is anticipated that total Government Department/Agency, 'controllable expenditure', through the Master Media Contracts in 2006-2007 will approach \$29.0 million.

It's worth noting that in the calendar year 2000, the Court Coalition Government spent \$27.1 million on Government advertising. In today's money, allowing for a conservative 3.5% annual increase in media costs, that would equate to \$32.2 million, or, 11% more than the projected outcome for the current financial year.