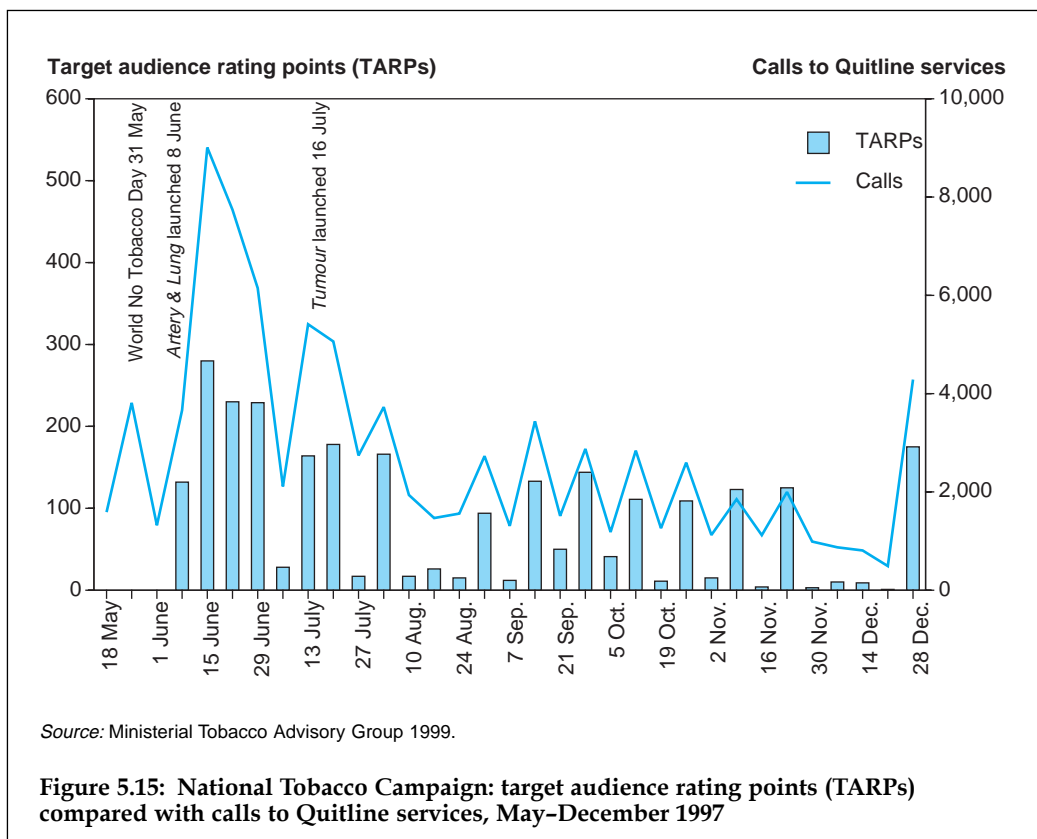


The multi-tiered National Tobacco Campaign combines a series of explicit advertisements on television and radio, in newspapers and on buses with a nationally coordinated Quitline service for smokers. At the national level, Quitline call activity has been closely correlated with the volume of television advertising (Figure 5.15).



5.8 Health research in Australia

Health research focuses on understanding the influences on population health, and on developing and testing health promotion and disease prevention strategies. Medical research relates to understanding fundamental biological processes, disease and injury mechanisms, and the development and testing of clinical interventions for disease and injury prevention, treatment, rehabilitation and palliation.

Research funding

Australia invested a total of \$853 million in health research and development during 1996–97 (Table 5.47, page 310). General government sources provided 38.3% of this funding (\$328 million). A further \$268 million came from institutes of higher education, while businesses—including government business enterprises—provided \$134 million and private non-profit organisations and overseas sources funded the remaining \$123 million.

Table 5.47: Expenditure on health research and development by source of funds, 1994–95 to 1996–97 (\$ million)

Source	1994–95	1995–96	1996–97
Higher education institutions	170	231	268
Private non-profit and other	87	95	101
Overseas	14	18	22
Business enterprises ^(a)	72	135	134
Commonwealth Government	198	192	196
State and Territory Governments	137	131	127
Government (nec)	5	4	4
All funding sources	682	806	853

(a) Includes government business enterprises.

Source: AIHW Health Expenditure Database.

Institutes of higher education increased their share of the proportion of total funding for health research and development from 24.9% in 1994–95 to 31.4% in 1996–97. The share of funding by business enterprises also grew, from 10.6% in 1994–95 to 15.7% in 1996–97. General government funding of research and development fell as a proportion of total expenditure from 49.9% in 1994–95 to 38.3% in 1996–97.

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