

GOVERNMENT ADVERTISING, COST

2614. Mrs C.L. Edwardes to the Minister representing the Minister for Racing and Gaming; Government Enterprises

For all Departments and Agencies under the control of your portfolio, for the financial years 2000/2001, 2001/2002, 2002/2003 and the current financial year to date -

- (a) how much did each department and agency spend with channel 7, channel 9, channel 10, channel 31 and each regional television station;
- (b) for each series of advertisements, who was the advertising agent and the producer of the advertisement;
- (c) what was the cost of production;
- (d) what was the cost of print media advertising, excluding employment advertising, with *The West Australian*;
- (e) what was the cost of print media advertising, excluding employment advertising, with community and regional print media;
- (f) for each series of advertisements who was the advertising agent; and
- (g) for each series of advertisements, what was the cost of production?

Mr E.S. RIPPER replied:

GOLD CORPORATION:

- (a)-(g) Gold Corporation's advertising expenditure is in relation to its commercial activities of production, marketing and sales of precious metal products internationally and in Australia.

Gold Corporation uses agencies to handle media advertising, which invoice GC for production, media and associated costs together. TV advertising is minimal. The extraction of information as above would involve review of each invoice for the four years, including archived material, and GC does not have the resources available for this.

Total costs of marketing for each financial year:

2000/01	\$1,987,000
2001/02	\$1,458,000
2002/03	\$1,421,000
9 mths to March 04	\$ 956,000

For the Member's benefit the total cost of marketing in 1999/2000 was \$3,242,000.

GOVERNMENT EMPLOYEES SUPERANNUATION BOARD

In respect to the Government Employees Superannuation Board:

- (a)

2000/2001	Nil
2001/2002	Nil
2002/2003	Nil
- (b) Not applicable
- (c) Not applicable
- (d)

2000/2001	Nil
2001/2002	Nil
2002/2003	\$ 10,162.62 (excluding GST)
- (e)

2000/2001	Nil
2001/2002	Nil
2002/2003	Nil
- (f) Advertising agent for 2002/2003 was John Davis Advertising (JDA).
- (g) Cost of production for 2002/2003 was \$2893.32 (excluding GST).

INSURANCE COMMISSION OF WESTERN AUSTRALIA:

(a)	2000/2001:	2001/2002:	2002/2003:
	ABC - Nil	Nil	Nil

- Channel 7 - \$2986.20
- Channel 9 - \$37,773.55
- Channel 10 - \$3420.00
- Channel 31 - Nil
- Regional stations - Nil
- Current financial year to date: Nil
- (b) Bowtell Clarke and Yole
- (c) Nil
- (d) \$18,462.52
- (e) \$14,815.36
- (f) Bowtell Clarke and Yole
- (g) \$1380.75

LOTTERIES COMMISSION

- (a) For the years 2000/01, 2001/02, 2002/03 and 2003/04 Lotterywest spent the following :

Channel 7			
2000/01	2001/02	2002/03	2003/04 (ytd)
981,330	1,105,476,	1,018,871	36,400
Channel 9			
2000/01	2001/02	2002/03	2003/04 (ytd)
1,020,724	889,124	1,016,391	35,311
Channel 10			
2000/01	2001/02	2002/03	2003/04 (ytd)
642,386	834,098	938,407	36,395
GWN			
2000/01	2001/02	2002/03	2003/04 (ytd)
399,640	350,335	309,650	10,632
WIN			
2000/01	2001/02	2002/03	2003/04 (ytd)
240,579	197,319,	1,180,019	7,264
- (b) For all of the above, Marketforce was the advertising agency and the producer was Marketforce Productions
- (c) Cost of productions :

2000/01	2001/02	2002/03	2003/04 (ytd)
1,418,110	1,282,257	1,655,787	1,728,369
- (d) Cost of print media advertising, excluding employment advertising, with The West Australian :

2000/01	2001/02	2002/03	2003/04 (ytd)
1,033,615	1,150,731	1,180,019	32,613
- (e) Cost of print media advertising, excluding employment advertising, with community and regional print media :

2000/01	2001/02	2002/03	2003/04 (ytd)
nil	9,711	3,842	nil
- (f) Marketforce was the advertising agency for all print media advertising (The West Australian, Regional and Community)
- (g) Cost of production for advertisements :

The West Australian			
2000/01	2001/02	2002/03	2003/04
316,662	323,386	334,934	239,480
Community/Regional			
2000/01	2001/02	2002/03	2003/04

nil	2,050	985	nil
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Note : Lotterywest is a Government Authority and a Government Trading Enterprise with the responsibility to raise funds for the community of Western Australia by the sales of lottery products. As such, advertising is used extensively to communicate with our players about the product brands, and to highlight special events such as Lotto jackpots and Superdraws, and also new Scratch'n'Win ticket launches.

RACING AND GAMING DEPARTMENT OF

(a)-(g) Gross advertising expenditure

Agency	2000/2001	2001/2002	2002/2003	
2003/2004				
Department of Racing, Gaming and Liquor	Nil	\$919	\$1,058	Nil
Burswood Park Board	\$7,280	\$7,200	\$8,250	
\$4,010				
Racing and Wagering Western Australia (including the Totalisator Agency Board) pre 29/01/2004	\$818,460	\$580,756	\$780,737	
\$599,125				
Western Australian Greyhound Racing Association	\$41,590	\$54,242	\$41,211	
\$231,278				

For the member's benefit the cost of advertising for the 1998/1999 was

Agency	1998/99
D R G L	\$17,022
B P B	\$8,440
TAB	\$1,102,726
W A G R A	\$117,813

WATER CORPORATION

(a)	Jul 2000-Jun 01	Jul 01-Jun 02	Jul 02-Jun 03	Jul 03-Apr 04	TOTAL
	Media	Media	Media	Media	
TVW7	\$8,326	\$195,656	\$263,503	\$94,141	\$561,626
STW9	\$26,726	\$336,402	\$240,443	\$85,059	\$688,630
NEW0	\$3,350	\$138,034	\$133,686	\$54,114	\$329,184
Access 31	\$0	\$0	\$0	\$0	\$0
GWN	\$4,144	\$0	\$51,723	\$0	\$55,867
WIN WA	\$1,617	\$0	\$0	\$0	\$1,617
TOTAL	\$44,163	\$670,092	\$689,355	\$233,314	\$1,636,924

(b) Advertising agency: The Brand Agency.

Production companies: Sauce Films, V8 Films and Timeline Productions.

I am not prepared to allocate the resources required to provide the more detailed information requested in this question. However, if the Member has a specific request regarding costs associated with advertising I would be prepared to consider the Member's request.

(c) The total production costs for television advertising follow.

	2000/2001	2001/2002	2002/2003	2003/2004	TOTAL
TV Production	\$402,117	\$244,495	\$366,569	\$105,540	\$1,118,721

(d) The media costs associated with advertising in The West Australian newspaper and the West Magazine, excluding employment and public notice advertising..

	Jul 2000-Jun 01	Jul 01-Jun 02	Jul 02-Jun 03	Jul 03-Apr 04
TOTAL				
Media	Media	Media	Media	Media
West Australian	\$220,193	\$597,559	\$657,152	\$347,055
\$1,821,959				

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Mrs Cheryl Edwardes; Mr Eric Ripper

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	West Magazine	\$51,240	\$0	\$15,610	\$0
	\$66,850				
	TOTAL	\$271,433	\$597,559	\$672,762	\$347,055
	\$1,888,809				
(e)	The media costs associated with advertising in Community and regional print media, excluding employment and public notice advertising:				
		Jul 2000-Jun 01	Jul 01-Jun 02	Jul 02-Jun 03	Jul 03-Apr 04
	TOTAL				
	Media	Media	Media	Media	Media
	Community Newspapers	\$98,035	\$182,162	\$327,887	\$183,155
	\$791,239				
	Perth Independent	\$38,127	\$60,998	\$118,636	\$81,876
	\$299,637				
	Regional Newspapers	\$104,605	\$134,949	\$199,989	\$151,638
	\$591,181				
	TOTAL	\$240,767	\$378,109	\$646,512	\$416,669
	\$1,682,057				
(f)	The advertising agency was the Brand Agency				
(g)	Total costs per year for production costs of press advertisements:				
		2000/2001	2001/2002	2002/2003	2003/2004
	TOTAL				
	Press Production	\$211,251	\$176,118	\$239,175	\$162,923
	\$789,467				
	For the member's benefit the cost of media expenditure was \$821,388.00 and production expenditure was \$226,763 for 1998/1999.				