

GOVERNMENT DEPARTMENTS AND AGENCIES, SELF-PROMOTION ADVERTISING CAMPAIGNS

2523. Mrs C.L. Edwardes to the Premier

I refer the Premier to Government departments and agencies self-promotion advertising campaigns and ask -

- (a) which taxpayer funded advertising campaigns are planned between March 2004 and February 2005;
- (b) which Government departments and agencies are involved and what is the focus of each campaign;
- (c) what is the break down between television and print media;
- (d) which advertising agencies are involved and with which campaigns; and
- (e) for television advertising, who are the producers of each campaign and how were they selected?

Dr G.I. GALLOP replied:

- (a)-(b) There are currently over 230 points from which Government advertising is booked. Each Government Department and Agency has a responsibility to provide public information or promote their products and/or services. I assume this is what the member is referring to in relation to self-promotion.

To provide the human resources required to satisfy the Member's request would be a significant impost on each and every one of these advertising booking points.

I am not prepared to allocate the resources required to provide this information. If, however, the member has a specific request regarding an advertising campaign, I would be prepared to consider that request.

However, I can provide the following information relating to some of our bigger-spending departments.

The Office of Road Safety will continue to urge people not to drink and drive, not to drive when tired, to slow down and to buckle up.

The Health Department will continue to promote its nutrition, physical activity and Quit smoking messages. It is also planning to mount flu awareness and winter health campaigns, and will continue to recruit nurses on an as-required basis.

The WA Tourism Commission will continue to promote Western Australia as a fantastic holiday destination. This activity, locally, nationally and internationally, will help to generate tens of millions of dollars in revenue for this State.

The Department of Consumer and Employment Protection will continue to run its WorkSafe/Thinksafe campaign.

The Public Transport Authority will continue to promote Transperth's many services as well as providing public information relating to the NewMetroRail project on the northern line, the Armadale line including the new spur line to Thornlie and the Southern Suburbs Railway.

The Swan River Trust will continue to provide the public with information on ways to help keep our rivers healthy.

And the Department of Education and Training will continue to promote Government schools and the many courses available through TAFEWA.

- (c)-(e) I am not prepared to allocate the resources required to provide this information. If, however, the member has a specific request regarding an advertising campaign, I would be prepared to consider that request.