

GOVERNMENT ADVERTISING, COST

2603. Mrs C.L. Edwardes to the Minister for the Environment

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?

Dr J.M. EDWARDS replied:

Department of Conservation and Land Management

- (a)

2000/2001	\$35,544 with Channel 7; \$32,528 with Channel 9; \$18,940 with Channel 10; nil with Channel 31; \$11,551 with GWN; \$6,185 with WIN WA (2000 ECO-Action campaign)
2001/2002	Nil.
2002/2003	Nil.
2003/2004 to date	Nil.
- (b) The advertising agent that produced the 2000 ECO-Action campaign was John Davis Advertising.
- (c) The fee paid to John Davis Advertising was \$52,538.55.
- (d) The cost of advertising in The West Australian (excluding employment advertising) and booking fees was:

2000/2001	\$63,993
2001/2002	\$58,897
2002/2003	\$62,202
2003/2004 to date	\$83,356
- (e) The cost of advertising in community and regional print media (excluding employment advertising) and booking fees was:

2000/2001	\$66,338
2001/2002	\$50,819
2002/2003	\$43,070
2003/2004 to date	\$37,178
- (f) No advertising agent was engaged to produce the advertisements in (d) and (e). The advertisements were booked through the media advertising organisation, Marketforce Productions.
- (g) The advertisements in (d) and (e) were produced in-house by CALM.

Office of Water Regulation

- (a) Nil.
- (b)-(c) Not applicable.
- (d)

2000/2001	\$15,826
2001/2002	\$12,444
2002/2003	\$10,118
2003/2004 to date	Nil.

- |     |                   |          |
|-----|-------------------|----------|
| (e) | 2000/2001         | \$15,466 |
|     | 2001/2002         | \$11,237 |
|     | 2002/2003         | \$10,808 |
|     | 2003/2004 to date | Nil.     |
- (f) Marketforce, Adlink, Media Decisions.
- (g) A break-up of costs is not available as these have not been recorded separately.

Department of Environment

Water and Rivers Commission

- |     |                   |  |
|-----|-------------------|--|
| (a) | In 2000/2001,     | \$6,600 with Channel 9 for TV segments for "Just Add Water". |
|     | 2001/2002         | Nil.   |
|     | 2002/2003         | Nil.   |
|     | 2003/2004 to date | Nil.   |
- (b) The 2000/2001 ads were produced by Channel 9.
- (c) Cost of production and placement combined was \$6,600 (2000/2001).
- (d) The Department is unable to separate advertising staff vacancies from the total cost of advertisements. The cost of print media advertising with The West Australian through Marketforce Productions was:
- |  |                   |          |
|--|-------------------|----------|
|  | 2000/2001         | \$23,325 |
|  | 2001/2002         | \$7,543  |
|  | 2002/2003         | \$14,246 |
|  | 2003/2004 to date | \$18,128 |
- (e) For each year, the cost of print media advertising below includes advertising staff vacancies.
- |  |                   |          |
|--|-------------------|----------|
|  | 2000/2001         | \$11,517 |
|  | 2001/2002         | \$14,073 |
|  | 2002/2003         | \$7,362  |
|  | 2003/2004 to date | \$13,301 |
- (f)-(g) For advertisements booked through Marketforce (and Media Decisions WA) the production costs were:
- |  |                   |         |
|--|-------------------|---------|
|  | 2000/2001         | \$3,982 |
|  | 2001/2002         | \$4,754 |
|  | 2002/2003         | \$5,231 |
|  | 2003/2004 to date | \$4,000 |
- For other advertisements, the advertising agency was MJB&B and the costs of production were:
- |  |                   |          |
|--|-------------------|----------|
|  | 2000/2001         | \$13,228 |
|  | 2001/2002         | \$2,247  |
|  | 2002/2003         | \$1,879  |
|  | 2003/2004 to date | Nil.     |

Department of Environmental Protection

- (a)-(c) There was no expenditure with Channel 7, Channel 9, Channel 10, Channel 31 or regional television stations for the financial years 2000/2001, 2001/2002, 2002/2003, 2003/2004 to date.
- (d) The Department is unable to separate advertising staff vacancies from the total cost of advertisements.
- |  |                   |          |
|--|-------------------|----------|
|  | 2000/2001         | \$96,897 |
|  | 2001/2002         | \$89,759 |
|  | 2002/2003         | \$91,311 |
|  | 2003/2004 to date | \$87,518 |
- (e) For each year, the cost of print media advertising below includes advertising staff vacancies.
- |  |           |          |
|--|-----------|----------|
|  | 2000/2001 | \$17,848 |
|  | 2001/2002 | \$8,319  |

	2002/2003	\$8,181
	2003/2004 to date	\$5,212
(f)-(g)	For advertisements booked through Marketforce (and Media Decisions WA) the production costs were:	
	2000/2001	\$1,338
	2001/2002	\$1,654
	2002/2003	\$4,637
	2003/2004 to date	\$6,489

Swan River Trust

- (a) In 2000/2001, the Swan River Trust did not conduct any television advertising. In 2001/2002 the Trust spent \$59,001 with Channel 7 for a series of Community Service Advertisements through a dollar for dollar sponsorship arrangement. In 2002/2003 the Trust spent \$25,333 with Channel 7 to finalise the 2001/2002 agreement. In 2003/2004 the Trust spent \$65,566 with Channel 9 for a Healthy Rivers advertising campaign.
- (b) The 2001/2002 and 2002/2003 ads were produced by Channel 7. The 2003/2004 ads were produced by Channel 9.
- (c) The above figures include the cost of production and placement combined with Channel 7. Production costs with Channel 9 for 2003/2004 were \$10,000.
- (d) The Trust is unable to separate advertising staff vacancies from the total cost of advertisements.
- |  |                   |         |
|--|-------------------|---------|
|  | 2000/2001         | \$Nil   |
|  | 2001/2002         | \$684   |
|  | 2002/2003         | \$3,528 |
|  | 2003/2004 to date | \$9,730 |
- (e) For each year, the cost of print media advertising below includes advertising staff vacancies. Marketforce Productions provided a breakdown of advertisements placed through them for community and regional papers as detailed:
- |  |                   |         |
|--|-------------------|---------|
|  | 2000/2001         | Nil.    |
|  | 2001/2002         | Nil.    |
|  | 2002/2003         | \$3,018 |
|  | 2003/2004 to date | \$6,582 |
- (f)-(g) For advertisements booked through Marketforce (and Media Decisions WA) the production costs were:
- |  |           |       |
|--|-----------|-------|
|  | 2000/2001 | Nil.  |
|  | 2001/2002 | \$24  |
|  | 2002/2003 | \$75  |
|  | 2003/2004 | \$744 |

Botanic Gardens and Parks Authority

- (a)
- |  |                   |      |
|--|-------------------|------|
|  | 2000/2001         | Nil. |
|  | 2001/2002         | Nil. |
|  | 2002/2003         | Nil. |
|  | 2003/2004 to date | Nil. |
- (b)-(c) Not applicable.
- (d)
- |  |                   |         |
|--|-------------------|---------|
|  | 2000/2001         | \$1,878 |
|  | 2001/2002         | \$3,703 |
|  | 2002/2003         | \$6,777 |
|  | 2003/2004 to date | \$1,253 |
- (e)
- |  |                   |         |
|--|-------------------|---------|
|  | 2000/2001         | \$1,173 |
|  | 2001/2002         | \$3,052 |
|  | 2002/2003         | \$2,246 |
|  | 2003/2004 to date | \$1,291 |
- (f) BGPA did not hire/use an advertising agent. Advertisements were developed in house.

- (g) BGPA did not incur any further costs for production as the ads were developed in house.
- Perth Zoo
- (a) Perth Zoo's expenditure with television stations is as follows:
- |                   |                     |
|-------------------|---------------------|
| 2000/2001         | \$39,990 Chanel Ten |
| 2001/2002         | \$80,813 Chanel Ten |
| 2002/2003         | \$39,785 Chanel Ten |
| 2003/2004 to date | \$33,659 Chanel Ten |
- (b) John Davis Advertising was the appointed advertising agency between 2000-2003, all other work was produced in-house by salaried staff. Since 2003/4 all production work has been commissioned directly by Perth Zoo or produced in-house by salaried staff.
- (c) Perth Zoo is unable to provide a breakdown between television and print media production costs. The total production cost of television and print media is as follows:
- |                   |          |
|-------------------|----------|
| 2000/2001         | \$60,699 |
| 2001/2002         | \$33,522 |
| 2002/2003         | \$23,234 |
| 2003/2004 to date | \$4,105  |
- (d)
- |                   |           |
|-------------------|-----------|
| 2000/2001         | \$119,487 |
| 2001/2002         | \$82,242  |
| 2002/2003         | \$61,581  |
| 2003/2004 to date | \$42,223  |
- (e)
- |                   |          |
|-------------------|----------|
| 2000/2001         | \$3,038  |
| 2001/2002         | \$24,850 |
| 2002/2003         | \$55,760 |
| 2003/2004 to date | \$48,556 |
- (f) John Davis Advertising (JDA) was Perth Zoo's appointed advertising agency between 2000-2003, all other work was produced in-house by salaried staff. Since 2003-2004 all production work has been commissioned directly by Perth Zoo or produced in-house by salaried staff.
- (g) Perth Zoo is unable to provide a breakdown between television and print media production. The table that follows is the total production cost of television and print media spent for the period requested.
- |                   |          |
|-------------------|----------|
| 2000/2001         | \$60,699 |
| 2001/2002         | \$33,522 |
| 2002/2003         | \$23,234 |
| 2003/2004 to date | \$4,105  |