

GOVERNMENT ADVERTISING, COST

2613. Mrs C.L. Edwardes to the Minister representing the Minister for Housing and Works; Land Information
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?

Ms A.J. MacTIERNAN replied:

HOUSING AND WORKS

- (a) The department spent the following on television advertising:

	Channel 7	Channel 9	GWN
2003/04 (up to 14 May 04)	\$5 900.00	\$5 700.00	\$16 228.00
2002/03	\$42 970.47	Nil	\$15 126.00
2001/02	\$38 419.48	Nil	Nil
2000/01	\$90 447.26	Nil	Nil
- (b) The following companies were used to produce the television campaigns:

Channel 7:	Dingo is Talent
	The Brand Agency
Channel 9:	MRG International
GWN:	GWN Advertising
- (c) The costs of advertising production are included in (a)
- (d) the cost of print media advertising in the *West Australian*:

2003/04 (up to 14 May 04)	\$423 587
2002/03	\$332 641
2001/02	\$384 435
2000/01	\$201 905
- (e) The cost of print media advertising in community and regional papers:

2003/04 (up to 14 May 04)	\$303 702.05
2002/03	\$207 695.90
2001/02	\$140 665.47
2000/01	\$383 978.24
- (f) The following advertising agents were used by the department:

Vinten Browning
Bowtel Clark & Yole
MJB&B
Group Acumen
Dessein Graphics
- (g) The cost of production was as follows:

2003/04 (up to 14 May 04)	\$144 237.91
2002/03	\$158 798.12

2001/02	\$180 273.36
2000/01	\$309 244.97

Note: These figures do not include expenditure on joint venture projects as these costs are paid by the joint venture company.

LAND INFORMATION DEPARTMENT OF

- (a) The only television channel used by the Department of Land Information during the specified periods, was Channel 9. Expenditure was:

2001/02	2002/03
\$9,750	\$3,250

(b)-(c)	Advertising Agent	Producer	Cost of Production
2001/02	Real Estate Program	Russell Goodrick	\$3,250
	MRG International	Russell Goodrick	\$6,500
2002/03	MRG International	Russell Goodrick	\$3,250

- (d)-(g) The Department of Land Information uses Marketforce to coordinate its print media advertising. The total expenditure for print media advertising for each financial year was:

2000/01	2001/02	2002/03	2003/04 (to date)
\$243,101	\$289,699	\$256,256	\$76,590

However, the breakdown of each invoice is not readily available.

If the Hon Member has a specific request with respect to advertising expenditure, I would be prepared to consider answering it.

State Supply Commission

- (a) 2000/2001 – Nil
2001/2002 – Nil
2002/2003 – Nil
2003/2004 – Nil
- (b) 2000/2001 – n/a
2001/2002 – n/a
2002/2003 – n/a
2003/2004 – n/a
- (c) 2000/2001 – Nil
2001/2002 – Nil
2002/2003 – Nil
2003/2004 – Nil
- (d) Nil
- (e) \$1,714.96
- (f) Marketforce Productions
- (g) \$195.90