

ROYALTIES FOR REGIONS — ADVERTISING CAMPAIGN

**447. Hon MATT BENSON-LIDHOLM to the parliamentary secretary representing the Minister for Regional Development:**

I refer to the royalties for regions advertising campaign about to be launched in regional WA.

- (1) What is the total cost, including production and other costs, of the advertising campaign?
- (2) For what period will the campaign run and in what form?
- (3) What is the cost of polling referred to by the minister in Parliament last Thursday, who carried it out, where was it conducted and when?
- (4) Will the minister table copies of the polling and advertisements; and, if not, why not?

**Hon WENDY DUNCAN replied:**

I thank the honourable member for some notice of the question.

- (1) The total cost is \$252 771.15.
- (2) Television advertising began airing on GWN and WIN on Sunday, 12 June 2011 and will continue until 16 July 2011. Regional press ads appeared in the week commencing 12 June 2011 and will appear again on the week commencing 3 July 2011. Online advertising commenced 12 June 2011 and will end 22 July 2011.
- (3) The cost of the market research was \$4 575, excluding GST, and was carried out by Patterson Market Research between 2 and 4 May 2011. This market research was done as part of the Department of Regional Development and Lands communications planning process and is not linked to the current campaign that is being undertaken to encourage grant applications.
- (4) I table the attached market research information and details of the online advertisements, which are animated, along with copies of one press and two television advertisements. Please note that another television advertisement is still to be aired and another press advertisement released, both of which are still being finalised.

[See paper 3405.]