

GOVERNMENT DEPARTMENTS AND AGENCIES, ADVERTISING, PRINTED INFORMATION AND
PUBLIC RELATIONS BUDGET

1468. Hon. C.L. Edwardes to the Minister for the Environment and Heritage

For each department or agency under the Minister's responsibility, what is the total 2001/2002 budget for-

- (a) advertising (television, print and radio);
- (b) pamphlets, brochures, bulletins and other forms of printed information, excluding annual reports and 'in-house' bulletins; and
- (c) public relations and events management?

Dr EDWARDS replied:

BOTANIC GARDENS AND PARKS AUTHORITY:

- (a) \$25,000
- (b) \$20,000
- (c) \$4,000

THE DEPARTMENT OF CONSERVATION AND LAND MANAGEMENT:

All public information and community education costs in the Department of Conservation and Land Management are budgeted as part of Output and project budgeting, and are not rolled up in a central overall figure in the Department's budget for 2001 - 2002. However, anticipated costs for 2001 - 2002 are:

- (a) advertising - \$225,000;
- (b) printed information - \$400,000; and
- (c) public relations (media relations) and events management - \$120,000.

THE CONSERVATION COMMISSION OF WA:

- (a) \$77,500
- (b) \$43,000
- (c) \$14,000

HERITAGE COUNCIL OF WESTERN AUSTRALIA:

- (a) Advertising : \$2,000 has been allocated
- (b) Pamphlets, brochures, printed information : \$26,000 has been allocated
- (c) Public Relations and events management : no specific allocation has been made for public relations and events management.

THE OFFICE OF WATER REGULATION:

- (a) advertising (television, print and radio) \$39,000;
- (b) pamphlets, brochures, bulletins and other forms of printed information, excluding annual reports and 'in-house' bulletins \$40,000 but revised to \$23,000 as some items delayed until 2002/2003; and
- (c) public relations and events management - \$10,000.

THE DEPARTMENT OF ENVIRONMENTAL PROTECTION AND THE WATER AND RIVERS COMMISSION:

- a) The 2001/2002 budget for advertising for departments in my portfolio was:
Water and Rivers Commission \$78,767
Swan River Trust \$110,902
Department of Environmental Protection \$70,000.
- b) The 2001/2002 budget for publications printing was:
Water and Rivers Commission \$296,695
Swan River Trust \$54,424.

Department of Environmental Protection - this figure is not available

- c) There is no separate budget for public relations and events management for the three agencies.

THE PERTH ZOOLOGICAL GARDENS:

- (a) Advertising (television, print and radio) is \$144,000.
 - Television \$50,000
 - Radio \$31,000
 - Print \$73,000
 - Print (Recruitment Advertising) \$22,000
- (b) Pamphlets, brochures, bulletins and other forms of printed information, excluding annual reports and “in-house” bulletins is \$43,800.
 - General \$36,800
 - Tourism \$7,000
- (c) Public relations and events management at Perth Zoo are performed in-house by the Manager of Media, the Events & Functions Co-ordinator, and the Events & Tourism Co-ordinator. The total budget for these positions is \$165,000.