

LIQUOR LICENSING — ADVERTISING COSTS

73. Hon NIGEL HALLETT to the Minister for Racing and Gaming:

Can the minister please detail the total budget allocated to fund the advertising and promotion of the recent changes to Western Australia's liquor laws?

Hon LJILJANNA RAVLICH replied:

I thank the honourable member for the question. I am happy to provide that information. The cost of producing TV, press, radio and outdoor advertising was \$149 998. Placement costs were \$629 543.

I might add that the changes have been very, very successful.

Hon Norman Moore interjected.

Hon LJILJANNA RAVLICH: There have been 105 licence applications since May, including 11 for small bars, nine of which have been approved. There have been 77 applications and 38 approvals for new venues, and 17 applications and 12 approvals for venues to increase their liquor without a meal licence from 20 per cent of floor space to 100 per cent. I say to the honourable member that even I am a bit surprised —

The PRESIDENT: Order, minister! No-one raised a point of relevance with regard to the second part of your answer, but you are giving an answer as the representative of the minister, and you do not appear to be reading.

Hon LJILJANNA RAVLICH: No, I am the minister.

The PRESIDENT: You are the minister; I am sorry. Please continue.

Hon LJILJANNA RAVLICH: This leads me on to the exact point. I say to the honourable member that when the government tries to create more opportunities for responsible drinking, we are penalised. However, when there is the perception that an insufficient number of small bars are being created or that progress is not as fast as some people would like, we are criticised for that also. It will always be a very difficult balance to achieve. However, when Victoria established small bar legislation, something in the order of eight small bar licences were approved over the first six years. We in Western Australia have had great success in the establishment of small bars and have created exactly what the government intended to create with this policy, which is greater choice for consumers.