

GOVERNMENT ADVERTISING, COST

2736. Mrs C.L. Edwardes to the Attorney General; Minister for Health; Electoral Affairs

For all Departments and Agencies within the Attorney General's portfolios, 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?

Mr J.A. McGINTY replied:

In answer to question on notice 800 (June 2003), I provided a 93-page response on information relating to creditors within my portfolio. To ask for information about each and every advertising campaign for each and every one of the entities under my portfolio for four financial years, would require an unreasonable diversion of Departmental human resources.

In providing the response, I advised that I was reluctant to commit considerable resources to answer questions, unless it relates to data that is ordinarily collected and available in the normal course of operations.

If, the member has a specific request regarding costs associated with advertising I would be prepared to consider the Member's request.