

GOVERNMENT ADVERTISING, COST

553. Hon NIGEL HALLETT to the Leader of the House representing the Premier:

What was the cost of television, radio and newsprint advertising by the state government and associated departments for each month for the years 2004 and 2005 for -

- (a) general advertising; and
- (b) job advertisements?

Hon KIM CHANCE replied:

I thank Hon Nigel Hallett for some notice of this question.

Reporting through the master media agency contract is on a financial year basis. Therefore, given the short amount of notice, the following figures, as reported by the MMA contractor, relate to the 2003-04 and 2004-05 financial years rather than the calendar years. Please note that the figures quoted are for media placement only -

- (a) campaign advertising undertaken by government departments is as follows -
 - 2003-04: television, \$6 012 875; radio, \$1 983 127; newspapers, \$3 932 648; and
 - 2004-05: television, \$9 527 987; radio, \$2 460 743; and newspapers, \$5 699 398.

In the 2004-05 year, Tourism Western Australia spent \$4 086 734 on interstate and *The West Australian* advertising compared with \$667 673 in the previous 12-month period; \$2 635 293 of this increase in expenditure was placed in television.

- (b) Recruitment advertising undertaken by government departments is as follows -
 - 2003-04: \$3 996 041 for 4 005 advertisements; and
 - 2004-05: \$3 180 574 for 5 969 advertisements.