

GOVERNMENT ADVERTISING, COST

2737. Mrs C.L. Edwardes to the Minister for Consumer and Employment Protection; Indigenous Affairs; Minister Assisting the Minister for Public Sector Management

For all Departments and Agencies within the Minister'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.C. KOBELKE replied:

Please refer to the response provided by the Premier; Minister for Public Sector Management; Federal Affairs; Science; Citizenship and Multicultural Interests for question on notice 2599 of 2nd March 2004.