

GOVERNMENT ADVERTISING, COST

2602. 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 under the control of your portfolio, 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:

To ask for information about each and every campaign for each and every one of the advertising entities under my portfolio for four financial years, would require an unreasonable diversion of Departmental human resources.

I am not prepared to allocate the resources required to provide this information. If, however, the member has a more specific request regarding costs associated with advertising I will seek the information requested and provide it to the member.