

GOVERNMENT ADVERTISING, COST

2604. Mrs C.L. Edwardes to the Minister for Police and Emergency Services; Justice; Community Safety

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?

Mrs M.H. ROBERTS replied:

WESTERN AUSTRALIA POLICE SERVICE

The Western Australia Police Service advise:

- (a)

2000/01	Nil
2001/02	\$165 spent with Channel 9.
2002/03	Nil
2003/04	Nil
- (b)-(c) Not applicable. Payment did not relate to the purchase of advertising.
- (d)

2000/01	Nil
2001/02	\$468.71
2002/03	\$1,820.74
2003/04	\$3,771.52
- (e)

2000/01	North West Telegraph Albany	\$74.50
2001/02	North West Telegraph Albany	\$57.75
	Boab Babbler Derby	\$49.50
2002/03	North West Telegraph Albany	\$89.76
	The Kimberley Echo Kununurra	\$275.88
	Community News Group	\$1,205.20
2003/04	North West Telegraph Albany	\$10.00
	Broome Advertiser	\$138.60
	Community News Group	\$4,254.67
- (b) Not all advertisements use an advertising agent. Those that did, used Market Force Productions.
- (c)

2000/01	Nil	
2001/02	Nil	
2002/03	The West Australian	\$40.24
	Community News Group	\$17.95
2003/04	The West Australian	\$16.25
	Community News Group	\$59.82

FIRE AND EMERGENCY SERVICES

The Fire and Emergency Services Authority advise:

- (a)

2000/2001:	Channel 7	\$15,000
	Channel 9	Nil
	Channel 10	Nil
	GWN	\$ 4,000

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Mrs Cheryl Edwardes; Mrs Michelle Roberts

	WINWA	Nil
	Channel 31	Nil
2001/2002	Channel 7	Nil
	Channel 9	Nil
	Channel 10	Nil
	GWN	\$ 5,000
	BRACS	\$ 5,346
	WINWA	Nil
	Channel 31	Nil
2002/2003	Channel 7	Nil
	Channel 9	Nil
	Channel 10	Nil
	GWN	\$31,000
	WINWA	\$12,313
	Channel 31	Nil
2003/2004	Channel 7	\$45,125
	Channel 9	\$45,284
	Channel 10	Nil
	GWN	\$26,143
	WINWA	\$15,990
	Channel 31	Nil
(b)	The advertising agent for all media buys was Media Decisions. The producer for each campaign was as follows:	
(i)	In 2000/2001 for the Change Your Smoke Alarm Battery campaign, the producer was 303 Advertising.	
(ii)	In 2001/02 for the Cyclone Ready (Mary G) campaign, the producer was Goolari Media.	
(iii)	In 2002/03 for the volunteer recruitment campaign, FESA was the producer. The Cyclone Ready campaign was re-run and there were some additional production costs through Goolari Media.	
(iv)	In 2003/04 for the Emergency Services Levy campaign, FESA was the producer. The Cyclone Ready campaign was re-run and there were some additional production costs through Goolari Media.	
(c)	2000/2001	Change Your Smoke Alarm Battery \$ 6,083.28
	2001/2002	Cyclone Ready (Mary G) \$17,094.00
	2002/2003	Volunteer Recruitment \$ 3,400.00
	2002/2003	Cyclone Ready (Mary G) \$ 3,700.00
	2003/2004	Emergency Services Levy \$12,790.68
	2003/2004	Cyclone Ready (Mary G) \$ 4,132.00
(d)	2000/2001	\$ 5,831
	2001/2002	\$12,112
	2002/2003	\$ 2,547
	2003/2004	\$ 6,500
(e)	2000/2001	Suburban newspapers \$3,497
		Regional newspapers \$1,013
	2001/2002	Suburban newspapers \$7,459
		Regional newspapers \$1,857
	2002/2003	Suburban newspapers \$7,072
		Regional newspapers \$7,081
	2003/2004	Suburban newspapers \$4,665
		Regional newspapers \$5,119
(f)	Media Decisions	

- (g) The cost of production for the Change Your Smoke Alarm Battery campaign in 2000/2001 was \$183.40. FESA then moved most of its print media production 'in-house' however, \$418.18 was spent on designing the Emergency Services Levy advertisements.

DEPARTMENT OF JUSTICE

The Department of Justice advise:

	2000/01	2001/02	2002/03	2003/04	
(a)	Nil	Nil	Nil	Nil	
(b)	N/A	N/A	N/A	N/A	
(c)	N/A	N/A	N/A	N/A	
(d)	\$4,100.00	\$2,685.00	\$3,506.54	\$4,068.00	
(e)	\$3,404.00	\$1,742.00	\$4,217.47	\$1,361.43	
(f)-(g)		2000/01	2001/02	2002/03	2003/04
	Marketforce			\$154.62	\$173.16
	Batavia Coast FM	\$406.00			
	Hocking & Co P/L	\$1,215.00	\$1,023.00	\$877.00	\$216.00
	Radio West Broadcasters			\$176.00	
	Albany Advertiser P/L			\$239.00	

OFFICE OF THE INSPECTOR OF CUSTODIAL SERVICES

The Office of the Inspector of Custodial Services advise:

- (a) Nil.
(b)-(c) Not applicable.
(d)-(e) Nil.
(f)-(g) Not applicable.