

MARKET RESEARCH - EXPENDITURE

2263. Mr P.D. Omodei to the Minister for Health

- (1) How much was spent on market research and presentations conducted by Patterson Market Research for the Minister and the Department of Health in 2004-2005, 2005-2006 and 2006-2007 (year to date)?
- (2) How much was spent on market research and presentations conducted by other market research companies for the Minister and the Department of Health in 2004-2005, 2005-2006 and 2006-2007 (year to date)?
- (3) Could the cost of each of these projects, specified in answers to (1) and (2), be broken down per project with cost and synopsis of what the research was conducted into?
- (4) Will the Minister specify the cost of market research and presentations for the Research to Support a Communications Plan for WA Health project conducted by Patterson Market Research?

Mr J.A. McGINTY replied:

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|----|---|---------------|
| 1) | 2004/05 | Nil. |
| | 2005/06 | Nil. |
| | 2006/07 (to 15 January 2007) | \$69,052 |
| | Total: | \$69,052 |
| 2) | 2004/05 | \$266,578.37 |
| | 2005/06 | \$395,442.48 |
| | 2006/07 (to 15 January 2007) | \$ 91,647.05 |
| | Total: | \$753,667.90. |
| 3) | Cost and Synopsis of projects is indicated in the attached tables [See paper 2769.] | |
| 4) | \$69,052. | |