

“REPORT GRAFFITI”

2931. Mr P.D. Omodei to the Minister for Police and Emergency Services

I refer to the recent production of the ‘Report Graffiti’ flyers and keyrings and ask:

- (a) how many keyrings were produced in total;
- (b) how much did each keyring cost to produce;
- (c) where were the keyrings produced;
- (d) besides offices of Members of Parliament, where have the keyrings and flyers been distributed; and
- (e) what other initiatives has the Minister taken to promote the ‘Report Graffiti’ hotline to the community?

Mr J.C. KOBELKE replied:

- (a) 5000
- (b) \$2.10
- (c) By an advertising company known as Gatecrasher Advertising, Subiaco.
- (d) Key rings and flyers have been distributed to members of the community through public displays and information stands at a variety of locations. Information and promotional materials have also been distributed to local and state government agencies and media outlets.
- (e) The launch of the 'Report Graffiti' hotline on the 23 September 2007 initiated promotion through media news television coverage of the launch.

A series of television, radio and print advertisements immediately followed the launch, promoting the 'Report Graffiti' hotline to the community. The advertisements are recommencing in November and December to reinforce awareness of the hotline and that graffiti is a crime for the forthcoming school holidays. Radio advertisements are also running periodically over the coming months.

Since the launch of the 'Report Graffiti' hotline, there has also been continuous promotion of the hotline through articles in The West Australian and Community Newspapers.

Further promotions to the community will be implemented through on-screen advertisements within Perth cinemas during the 2007/2008 school holidays, along with the delivery of "graffiti is a crime & hotline number" promotional posters, initially to all Police stations in the state.