

“BUY WEST EAT BEST” CAMPAIGN — BUDGET

3962. Mr M.P. Murray to the Minister for Agriculture and Food

In relation to the Department of Agriculture and Food Western Australia campaign entitled ‘Buy West Eat Local – Be Vocal about Eating Local’ and the application for approval of campaign and other paid communications over \$150,000, I ask:

- (a) given that the total campaign budget has been listed as \$775,000 and the estimated expenditure of the campaign totals \$786,000, has the 5% been allocated for the campaign pre and post analysis; and
- (b) which amount has the 5% been allocated against?

Mr D.T. REDMAN replied:

As the Member should be aware, the voluntary food labelling program is called Buy West, Eat Best while the program's most recent advertising campaign was themed "Be vocal about eating local". There was also another campaign themed "Is Your Food From WA?"

- a) Yes
- b) The 5% was allocated against the budgeted \$775,000. However, even using the higher figure of the estimated expenditure of \$786,000, the amount of campaign analysis conducted represents 6.4% of this advertising expenditure and 8.0% if you include the industry analysis of October 2009. This analysis has been vital in guiding improvements to the Buy West, Eat Best program and a major contributor to increasing the confidence and funding from industry and its success in increasing demand for local food products.