

Question on Notice
No. 246
Asked on 22 February 2007

MR KNUTH ASKED THE MINISTER FOR MINES AND ENERGY (MR WILSON) -

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Mines and Energy advertising campaigns, market research projects, communications programs and initiatives, on-line marketing and communications initiatives, and marketing and promotional material (referred to below as initiatives) broken down by (a) the name of the initiatives, (b) media publications in which the initiatives appear (if applicable), (c) dates when the initiatives were implemented and appeared in the media (if applicable) and (d) total cost of the initiative including production costs, consultant/contractor costs, media placement costs and distribution costs?

ANSWER:

The Member will appreciate the day to day work of the Department of Mines and Energy includes providing core services, recruiting staff, procurement activity and placing tender advertisements for major projects. In addition, a vast range of information is provided to members of the public and key stakeholders of the Department of Mines and Energy through a wide array of methods and channels such as publications, phone, web, email and traditional media.

The total figures for 2006-07 will be made available in the Department of Mines and Energy annual report which will be tabled in the House. The total figures for 2005-06 are available in the 2005-06 annual reports of the Department of Energy and the Department of Natural Resources, Mines and Water which were tabled last year.