

Question on Notice
No. 1749
Asked on 11 November 2009

MR LANGBROEK asked the Premier and Minister for the Arts (MS BLIGH) -

QUESTION:

With reference to the *Myths vs Facts* campaign –

- (1) Who designed the campaign?
- (2) When was the design process initiated?

ANSWER:

- 1) The concept and approach for the Myths Versus Facts campaign was developed internally by Government, including the initial drafting and scripting of public information material. An external advertising agency (Redsuit) was engaged to design and procure the campaign.
- 2) Redsuit was engaged on 1 October 2009.