

**Question on Notice**  
**No. 1967**  
**Asked on 6 October 2009**

MR SORENSEN ASKED THE TREASURER AND MINISTER FOR EMPLOYMENT AND ECONOMIC DEVELOPMENT (MR FRASER)—

With reference to the Treasurer's comments on 612 ABC radio on 5 October 2010, that the State Government spent \$76M on advertising last financial year—

- (1) What is the breakdown of the advertising spend by department and by government owned corporations and agencies in 2009-10?
- (2) What is the breakdown of the advertising spend by advertising campaign in 2009-10?
- (3) What is the estimated budget for State Government advertising in 2010-11 (a total figure and broken down by department)?

ANSWER:

For the period 2009-10, total advertising placement spend (campaign and non-campaign) was \$76.03 million. This is a decrease of \$15.57 million or 17 per cent from 2008-09. This includes \$34.57 million by departments and \$41.46 million by government-owned corporations and other bodies, including educational institutions.

Advertising placement expenditure by departments in 2009-10 was \$34.57 million, a reduction of \$13.04 million or 27.4 percent on the average whole-of-government campaign placement expenditure across the three years 2006-07 to 2008-09.

Advertising placement spend includes campaign advertising and non-campaign advertising such as recruitment, tenders, public notices.

The largest advertising spend in 2009-10 was by the Department of Transport and Main Roads (TMR), which delivered the Speed, Here for Life, Distractions, Fatigue, Motorcycle Safety campaigns. Road safety advertising campaigns are funded through the Camera Detected Offences Program (CDOP) and the Road Safety Initiatives Package (RSIP), derived from enforcement activities (speed and red light cameras only, not mobile speed enforcement).

A breakdown of department advertising placement expenditure is below.

Department		TOTAL \$million
	Campaign	2.31
	Non-Campaign	1.66
<b>Education &amp; Training</b>		<b>3.97</b>
	Campaign	2.21
	Non-Campaign	1.10

<b>Employment, Economic Dev &amp; Inn</b>		<b>3.31</b>
	Campaign	3.25
	Non-Campaign	0.53
<b>Environment and Resource Management</b>		<b>3.78</b>
	Campaign	0.11
	Non-Campaign	1.00
<b>Justice and Attorney General</b>		<b>1.11</b>
	Campaign	1.30
	Non-Campaign	0.44
<b>Communities</b>		<b>1.74</b>
	Campaign	2.77
	Non-Campaign	3.74
<b>Health</b>		<b>6.51</b>
	Campaign	2.09
	Non-Campaign	0.10
<b>Premier &amp; Cabinet</b>		<b>2.19</b>
	Campaign	5.42
	Non-Campaign	1.83
<b>Transport and Main Roads</b>		<b>7.25</b>
	Campaign	1.33
	Non-Campaign	0.15
<b>Treasury</b>		<b>1.48</b>
	Campaign	0.80
	Non-Campaign	0.61
<b>Infrastructure and Planning</b>		<b>1.41</b>
	Campaign	0.00
	Non-Campaign	0.21
<b>Police</b>		<b>0.21</b>
	Campaign	1.12
	Non-Campaign	0.68
<b>Community Safety</b>		<b>1.20</b>
	Campaign	0.09
	Non-Campaign	0.32
<b>Public Works</b>		<b>0.41</b>

The estimated advertising placement spend for 2010-11 is yet to be finalised.