

Question on Notice
No. 774
Asked on 24 May 2011

MS SIMPSON asked the Treasurer and Minister for State Development and Trade (MR FRASER) —

With reference to the Treasurer's response to Question on Notice no. 1967 of 2010 –

Will he provide (in similar format) the campaign and non-campaign advertising spending by each department for each of March 2011, April 2011 and May 2011?

ANSWER:

For the period March and April 2011, total advertising placement spend was \$13.81 million. This includes \$7.87 million by departments and \$5.94 million by miscellaneous agencies (including government owned corporations, statutory authorities and other eligible agencies, including educational institutions). A breakdown of departmental spend for these months is detailed below.

A detailed breakdown of the May figures is not yet available.

Master media advertising placement spend includes campaign advertising and non-campaign advertising (recruitment, tenders, public notices (eg. road closures)).

Department		TOTAL \$
	Campaign	360,502
	Non-Campaign	359,870
Education and Training		720,372
	Campaign	624,240
	Non-Campaign	142,108
Employment, Economic Development and Innovation		766,348
	Campaign	1,155,004
	Non-Campaign	133,079
Environment and Resource Management		1,288,083
	Campaign	14,722
	Non-Campaign	282,777
Justice and Attorney General		297,499
	Campaign	75,070
	Non-Campaign	106,157
Communities		181,227
	Campaign	2,455,556
	Non-Campaign	518,275
Health		2,973,831
	Campaign	259,419
	Non-Campaign	42,051
Premier and Cabinet		301,470
	Campaign	890,384
	Non-Campaign	234,205

Transport and Main Roads		1,124,589
	Campaign	0
	Non-Campaign	17,593
Treasury		17,593
	Campaign	6,871
	Non-Campaign	21,526
Local Government and Planning		28,397
	Campaign	10,413
	Non-Campaign	70,081
Police		80,494
	Campaign	1,408
	Non-Campaign	29,598
Community Safety		31,006
	Campaign	31,348
	Non-Campaign	34,627
Public Works		65,975