

SPORT AND RECREATION — "BIGGER PICTURE SPORT" ADVERTISING CAMPAIGN

2277. Hon Sue Ellery to the Leader of the House representing the Minister for Sport and Recreation:

I refer to the Minister's media statement of November 28, 2014, announcing the "Bigger Picture Sport" advertising campaign, and I ask:

- (a) what is the total cost of the "Bigger Picture Sport" advertising campaign;
- (b) what is the breakdown of the cost of the campaign for:
 - (i) broadcasting radio advertisements;
 - (ii) broadcasting television advertisements;
 - (iii) billboards;
 - (iv) other signage;
 - (v) online advertising;
 - (vi) website production; and
 - (vii) design and production of the advertising;
- (c) in reference to question without notice No. 744, answered on 26 September 2012, is Rare Creative Thinking the agency responsible for the campaign and, if not, which agency has the contract for this campaign;
- (d) what is the intended length of the campaign; and
- (e) which government agency is funding the campaign?

Hon Peter Collier replied:

- (a) There is no paid advertising campaign for 'Bigger Picture Sport'.
- (b) While there is no paid advertising for 'Bigger Picture Sport' initiative, the Bigger Picture Sport Website itself cost \$8 339.
 - (i) Nil
 - (ii) Nil
 - (iii) Nil
 - (iv) Nil
 - (v) Nil
 - (vi) \$8 339
 - (vii) Nil
- (c) There is no paid advertising campaign, however Rare Creative Thinking provided services to integrate the Bigger Picture Sport website into the Bigger Picture websites. Rare Creative Thinking provided graphic design services used in the creation of the website.
- (d) There is no identified end date for the website.
- (e) The Department of Sport and Recreation funded the development of the website.