

LEGISLATIVE COUNCIL
Question on notice

Wednesday, 3 December 2014

2279. Hon Sue Ellery to the Leader of the House representing the Premier.

I refer to the Department of Premier and Cabinet's role in approving and monitoring Government advertising, and noting the variety of "Bigger Picture" campaigns, I ask:

- (a) for each of the Bigger Picture campaigns for the Metropolitan Redevelopment Authority, education, health, sport and recreation, and policing:
 - (i) what is the total cost of the campaign;
 - (ii) what is the breakdown of the cost of the campaign for:
 - (A) broadcasting radio advertisements;
 - (B) broadcasting television advertisements;
 - (C) billboards;
 - (D) other signage;
 - (E) online advertising;
 - (F) website production; and
 - (G) design and production of the advertising;
 - (iii) which agency was awarded the contract for the campaign;
 - (iv) on what basis were they awarded the contract;
 - (v) on what date did the contract commence;
 - (vi) what is the intended length of the campaign; and
 - (vii) which government agency is funding the campaign;
- (b) are there currently, or have there been, any other proposed "Bigger Picture" campaigns that have come to the attention of the Independent Communications Review Committee; and
- (c) if yes to (b), what are, or were, they?

Answer

I thank the Hon. Member for some notice of this question

- (a) (i) The Department of the Premier and Cabinet's Internal Communications Review Committee (ICRC) has currently approved applications for Bigger Picture campaigns as follows:

Metropolitan Redevelopment Authority

2012-13: \$1.5m

2013-14: \$900 000

2014-15: \$900 000

Department of Education

2013-14: \$50 000

2014-17: \$1.75m

Department of Health
2013-15: \$2m

Western Australia Police
2014-15: \$600 000

- (ii) (A-G) – Applications to undertake campaign advertising do not include this breakdown of costs.
- (iii) Applications, from departments undertaking these campaigns, have nominated their contracted creative advertising agencies as being:

Metropolitan Redevelopment Authority – Rare Creative Thinking
Department of Education – Rare Creative Thinking
Department of Health - The Brand Agency
Western Australia Police – The Brand Agency

- (iv-v) The respective departments are responsible for the awarding of contracts.
- (vi) The Department of the Premier and Cabinet's Independent Communications Review Committee has currently approved Bigger Picture campaigns as follows:

Metropolitan Redevelopment Authority
Commencing on 1 July 2012 and finishing on 30 June 2015

Department of Education
Commencing on 1 July 2014 and finishing on 30 June 2017

Department of Health
Commencing on 1 March 2014 and finishing on 31 July 2015

Western Australia Police
Commencing on 1 November 2014 and finishing on 30 June 2015

- (vii) The Department of the Premier and Cabinet's Independent Communications Review Committee has approved applications for Bigger Picture campaigns, respectively funded by:

Metropolitan Redevelopment Authority, jointly funded by the Metropolitan Redevelopment Authority, Department of Transport and the Department of Treasury (Strategic Projects)
Department of Education
Department of Health
Western Australia Police

- (b) Yes.
- (c) The Department of the Premier and Cabinet's Independent Communications Review Committee has recently approved an application from the Department of Regional Development to undertake a Bigger Picture campaign to increase awareness and participation about the regions.

