



## Media Statements

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### Regional WA key part of the bigger picture

*Sunday, 22 March 2015*

- State Government launches public information campaign of regional WA projects
- Bigger Picture Regions begins today



The State Government has launched the Bigger Picture Regions information campaign which will provide West Australians with detailed information about Government investment in regional WA.

Regional Development Minister Terry Redman said regional WA had received unprecedented investment in infrastructure and services since the formation of the State Government's Royalties for Regions program but research showed people wanted to know more about the investment.

"Since 2008, the State Government has invested \$5.6 billion in Royalties for Regions funding into more than 3,500 projects across regional WA," Mr Redman said.

"Research commissioned by the Department of Regional Development showed that despite the significant investment, 86 per cent of people surveyed were not aware of the extent of the Government's investment and their desire for more information was high.

"The Government has a duty to ensure regional communities know how their money is being spent. People want to know they're part of a plan and this is our chance to tell them that we have a plan for regional WA.

"Since 2008, we have seen transformative projects such as the Ord-East Kimberley Expansion Project, Southern Inland Health Initiative, Regional Mobile Communications Project, Pilbara Cities, Country Age Pension Fuel Card and thousands more initiatives bringing huge benefits to regional communities.

"The Government remains focused on ensuring regional WA is a great place to visit, live and invest."

The Bigger Picture Regions campaign - via television, print, online and a new website - will demonstrate how Government investment has impacted the lives of people living in regional WA and provide details on how to get more information. It uses the stories of real local people and their real experiences.

#### Fact File

- For more information, visit <http://biggerpicture.regions.wa.gov.au>
- The independent research sampling included qualitative and quantitative research across all nine regions and was conducted by Ipsos in 2014
- The campaign cost, including production, media placement and pre and post-campaign research, is \$915,000 and is funded by the Department of Regional Development

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