

BIGPIC360 PROMOTIONAL BUS

**1214. Hon MARTIN PRITCHARD to the Leader of the House representing the Premier:**

I refer to the BigPic360 promotional bus.

- (1) What is the overall budget allocation for the BigPic360 promotional bus?
- (2) For what period does the allocation assume the promotion will run?
- (3) On what date was the exclusive agreement between the state and Seven West Media signed?
- (4) Will the Premier table a copy of the agreement; and, if not, why not?

**Hon PETER COLLIER replied:**

I thank the honourable member for some notice of the question.

- (1) The wrap, fit-out and signage was approximately \$50 000. Other marketing material was approximately \$4 000. The operational costs are dependent on usage. The bus hire is \$2.63 per kilometre. The driver costs are \$77.41 per hour on weekdays, with a minimum of four hours; \$102.05 per hour on Saturdays, with a minimum of four hours; and \$124.73 per hour on Sundays, with a minimum of four hours.
- (2) It is for 12 months.
- (3) The state government common-use arrangement media buyer Carat negotiated the use of Oculus Rift technology promotion with the Seven West group. The document was signed on 25 September 2015. The agreement is such that Seven West will not undertake any other Oculus Rift projects while it is partnering with the major projects campaign. In promoting major projects, the state is not bound to deal only with the Seven West group.
- (4) The state government does not have a copy of the agreement. I ask that this part of the question be placed on notice.