

WESTERN POWER — DEMAND MANAGEMENT PROGRAMS

6419. Mr C.J. Tallentire to the Minister representing the Minister for Energy

What is the total budget allocation by Western Power for demand management programs for householders, including:

- (a) advertising budget (marketing, agency costs, media costs);
- (b) website development and management;
- (c) staff involved in program policy development and implementation; and
- (d) contractors involved in program implementation?

Mr J.H.D. DAY replied:

- (a) \$35,000 for 2011/12.
- (b) There are no budgeted separate website development and management costs associated with the various demand management programs. The existing Western Power website and internal resources are utilised to provide information on the various initiatives.
- (c) \$1,002 million for 2011/12.
- (d) \$249,850 for 2011/12.