

“GET THE BIGGER PICTURE” ADVERTISING CAMPAIGN

614. Hon KEN TRAVERS to the minister representing the Minister for Transport:

I refer to the “Get the Bigger Picture” advertising campaign currently being run.

- (1) Is the Department of Transport, Main Roads WA or the Public Transport Authority contributing to the cost of this campaign?
- (2) If yes to (1), for each agency —
 - (a) how much is it contributing and what percentage is this of the total cost of the campaign;
 - (b) to which elements of the campaign is it contributing;
 - (c) on what date was the decision taken to contribute to the campaign and who took the decision; and
 - (d) is the contribution from existing resources, or has the department been provided with additional funding to pay for its contribution?

Hon SIMON O'BRIEN replied:

I thank the member for some notice of this question. I am quite happy to give him the bigger picture. The Department of Transport advises —

- (1) Yes.
- (2) The total budget of \$1.5 million is pooled from existing communications budgets across the Departments of Planning and Transport and the Metropolitan Redevelopment Authority. The Department of Transport and agencies are contributing \$500 000. This was a decision of government designed to inform the public about major transformational projects in the city and their potential impact.