

ELECTRICITY SAFETY AWARENESS CAMPAIGN

**447. Hon ED DERMER to the Minister for Commerce:**

I am asking this question on behalf of Hon Kate Doust, who has unfortunately had to leave the chamber for urgent parliamentary business. Some notice has been given of the question.

I refer to the 2012–13 budget and to budget paper No 2, volume 2, page 462, under the title “Electricity Safety Awareness Campaign”.

- (1) When is this campaign likely to commence and when will it conclude?
- (2) Who has been contracted to deliver this campaign?
- (3) What key performance indicator will be used to review the effectiveness of this campaign?

**Hon SIMON O'BRIEN replied:**

I thank Hon Kate Doust for notice of the question.

- (1) The campaign will commence on 1 August 2012 for a period of up to four weeks.
- (2) It is Mitchell Communication Group, in conjunction with the department’s communications staff.
- (3) An independent private company will perform an evaluation of the campaign. Homeowners will be surveyed to gauge whether they have understood the key messages of the campaign.