

RACING AND WAGERING WESTERN AUSTRALIA — LIFE'S BETTER WITH HORSES CAMPAIGN

**301. Hon COLIN HOLT to the minister representing the Minister for Racing and Gaming:**

I refer to the minister's media statement dated 29 March 2019 regarding the Life's Better with Horses campaign.

- (1) How much will the advertising campaign cost, and will the minister please break down the costs of production, agency and broadcast costs for digital and traditional media?
- (2) Which digital media channels will be used for the campaign kick-off in regional areas?
- (3) How will the impact of the campaign be measured and reported?
- (4) Will there be a similar campaign for harness racing and greyhounds?
- (5) If yes to (4), when will those campaigns be launched?

**Hon ALANNAH MacTIERNAN replied:**

I thank the member for the question. The following information has been provided to me by the Minister for Racing and Gaming.

Racing and Wagering Western Australia is the principal racing authority in the state and under legislation is not an agent of the Crown. Therefore, any operational matters including advertising campaigns are the sole responsibility of RWWA and the Minister for Racing and Gaming is not responsible for campaigns such as the one referenced by the member.

- (1) I have this answer in tabular form and seek leave to have it incorporated into *Hansard*.

Leave granted.

The following material was incorporated —

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Production	\$483,000
Agency (inc. creative and media-buy commissions)	\$43,000
Digital Media	\$128,816.90
TV/Print /Cinema/OOH	\$96,198.71
TOTAL	\$751,015.61

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- (2) Digital media channels used include paid search, Facebook, Instagram, Snapchat, YouTube and DV360, a retargeting platform.
- (3) The Brand Agency will be measuring digital analytics and Painted Dog Research will conduct sentiment and awareness research in July 2019 to measure impact. This was allocated in the 2018–19 budget.
- (4) Not at this stage.
- (5) Not applicable.