

FRESH WATER THINKING CAMPAIGN

866. Hon SAMANTHA ROWE to the parliamentary secretary representing the Minister for Water:

I refer to the Water Corporation's current Fresh Water Thinking campaign.

- (1) How much will be spent on this campaign in the financial year 2013–14 for each of —
 - (a) television production;
 - (b) radio production;
 - (c) newspaper production;
 - (d) television media buy;
 - (e) newspaper media buy;
 - (f) outdoor advertising;
 - (g) agency expenses;
 - (h) management expenses; and
 - (i) other expenses?
- (2) How long does the Water Corporation intend for this campaign to run; and how much is expected to be spent on it in future financial years?
- (3) What targets are being set for reducing water consumption as a result of this campaign?
- (4) What measures are being used to assess the effectiveness of this campaign?

Hon COL HOLT replied:

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

- (1) I have been advised the following —
 - (a) \$500 000 to produce all television commercials;
 - (b) \$3 500 to produce all radio commercials;
 - (c) \$17 000 to produce all press advertisements;
 - (d) Final media spend for the campaign will be determined in response to consumption patterns across the integrated water supply scheme over the next six months. Planned spend up until end of December 2013 is \$370 000;
 - (e) Refer to (d). Planned spend up until end of December 2013 is \$91 000;
 - (f) Refer to (d). Planned spend up until end of December 2013 is \$342 000;
 - (g) \$231 000;
 - (h) Not applicable; and
 - (i) The campaign also incorporates digital production and media. Production expenses are \$17 000. Digital media spend planned up until December is \$177 000.
- (2) A minimum of three years. Future spend will be determined by closely monitoring consumption patterns across the integrated water supply system each year.
- (3) This campaign does not set a specific target but is part of a suite of tools to maintain community support to reduce scheme water use in Perth from 132 kilolitres to 125 kilolitres per person by 2030.
- (4) Tracking of the campaign's objectives is incorporated into quarterly market research. Daily consumption patterns are also being closely monitored.