

TOURISM — SHOW GAMBLING WHO'S BOSS CAMPAIGN

2558. Mr P.A. Katsambanis to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

Has the State Government engaged external consultants in the creation of the 'Show Gambling Who's Boss' campaign:

- (a) if yes, which consultancy was used and how much was spent in total; and
- (b) if no, how many employees in the State Government spent time on this initiative:
 - (i) what targets are in place to measure this initiative's success?

Mr P. Papalia replied:

- (a) Consultancy J. Walter Thompson Australia Pty Ltd – Perth. Expenditure Approved creative/production budget of \$150,000. To date, \$132,668 (ex GST) has been spent.

Note: Problem gambling awareness campaigns are funded by voluntary contributions from the members of the Problem Gambling Support Services Committee (PGSSC); that is, Crown Perth, Racing and Wagering WA, Lotterywest, WA Bookmakers Association and the Gaming and Wagering Commission and not through an appropriation from Treasury. The funds are held in a special purpose account and deemed restricted cash under the Treasurer's Instructions. Therefore, the funds are not public/government funds and cannot be used for purposes other than those approved by the PGSSC.

- (b) Not applicable.
 - (i) Qualitative: Clients who contact the problem gambling help services report that they became aware of the services through the advertising material.
Quantitative: An increase in the number of clients contacting the help services.