

RACING AND WAGERING WESTERN AUSTRALIA — BETTER YOUR BET CAMPAIGN

1656. Hon Colin Holt to the minister representing the Minister for Racing and Gaming:

I refer to Racing and Wagering Western Australia's (RWWA) new "Better Your Bet" marketing campaign for TAB Touch, which was launched at Perth Stadium on 28 August 2018, and I ask:

- (a) did RWWA pay for the launch event;
- (b) if yes to (a), how much did it cost;
- (c) will the Minister please provide a list of invitees to the launch event;
- (d) how much did it cost to produce the new 30-second "Better Your Bet" commercial as part of the new campaign;
- (e) which company did RWWA engage to produce the commercial;
- (f) how much money has RWWA allocated for media spend/advertising the new commercial, including spend in all mediums: TV, radio, newspaper, online; and
- (g) was the Minister's office briefed on the creative concept or the new campaign before it was launched and, if so, when?

Hon Alannah MacTiernan replied:

Racing and Wagering Western Australia (RWWA) are the principal racing authority in the State and under legislation are 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.

- (a) Yes.
- (b) \$32,139.71
- (c) [See tabled paper no 2174.]
- (d) Base TV production \$404,965.42
- (e) The Brand Agency, Beautiful Pictures (Production).
- (f) \$480,000 paid across Spring and Summer carnivals.
- (g) No.