

WATER — DEMAND MANAGEMENT PROGRAMS

6417. Mr C.J. Tallentire to the Minister for Water

- (1) What is the total budget allocation by the Water Corporation for demand management programs for householders, including:
 - (a) advertising budget (marketing, agency costs, media costs);
 - (b) website development and management;
 - (c) staff involved in program policy development and implementation;
 - (d) contractors delivering demand management programs; and
 - (e) hardware and retrofit packages?
- (2) What is the contribution of Federal Government funding to this demand management budget?

Mr W.R. MARMION replied:

- (1) (a)–(e) The Water Corporation has a budget of \$20.1 million for the years 2010 to 2013 in relation to specific household demand management programs. Additionally, the Corporation has a budget of \$3 million for advertising costs and \$0.2 million for website development and management costs in relation to general demand management issues.
- (2) \$10.05 million (50%) of the budget for specific household demand management programs is funded by contributions from the Federal Government.