

POTATO MARKETING CORPORATION — ADVERTISING

2894. Hon Ken Travers to the Minister for Agriculture and Food:

In regards to the Potato Marketing Corporation (PMC) advertisement in *The West Australian* newspaper on 16 January 2015, I ask:

- (a) when was the idea of placing the advertisement first discussed and by whom;
- (b) when did the PMC request artwork for the advertisement be prepared;
- (c) what was the total cost of:
 - (i) artwork;
 - (ii) placement in the newspaper;
 - (iii) any advertisement agency; and
 - (iv) any media buyer;
- (d) was provision for the cost of the advertisement included in the annual budget of the PMC;
- (e) if no to (d), why not; and
- (f) what power in the relevant Act authorises advertisements of this nature?

Hon Ken Baston replied:

- (a) Specifically, this advertisement was first discussed by the Potato Marketing Corporation (PMC) Marketing Manager, Chief Executive Officer and agreed by board members on the day prior to publication.
- (b) The day prior to publication.
- (c)
 - (i) The cost of designing the advert was \$3 494.30 including GST.
 - (ii) The PMC was able to secure the space for the advertisement at an extremely competitive rate, on the basis that the retail cost be kept confidential. The cost will be reported as part of the overall marketing expenditure in the PMC Annual Report.
 - (iii) See (i)
 - (iv) See (ii)
- (d) Yes
- (e) Not applicable.
- (f) Under Section 17 (A)(b) the PMC has the function of marketing potatoes in the State and elsewhere, which is reinforced by Section 17 (A)(e) where it is charged with marketing that enables WA potatoes to compete in price and quality with potatoes from alternative sources of supply.