

BRAND WA, ADVERTISING EXPENDITURE

924. Hon John Cowdell to the Minister for Tourism:

Will the minister table details of all advertising expenditure (radio, television and print) for the Brand WA advertising program for the financial years -

- (a) 1997-98;
- (b) 1998-99; and
- (c) 1999-2000?

Hon N.F. MOORE replied:

Year	Market	Total
1997-98	October 1997 - Sydney/Melbourne	\$370 000
	July 1997 - Singapore	\$611 412
	July 1997 - Jakarta	\$590 056
	September 1997 - London	\$1 500 000
1998-99	February 1999 - WA Metro/Regional	\$216 680
	February/March 1999 - Melbourne/Regional Victoria	\$382 071
	March 1999 - London	\$1 337 431
	April 1999 - Singapore	\$360 000
1999-2000	September/October - Sydney/Northern NSW	\$326 800
	September 1999 - London	\$1 897 000
	February/March 2000 - WA Metro/Regional	\$175 000
	March 2000 - Singapore	\$270 000
	April/May 2000 - Melbourne/Regional Victoria	\$358 490
May 2000 - WA Metro/Regional	\$278 000	

The costs detailed include production, campaign brochures and media placement for Brand campaigns undertaken by the WATC and include industry cooperative funding.