

WA FORESTS TODAY, ADVERTISING EXPENDITURE

923. Hon John Cowdell to the Attorney General representing the Minister for the Environment:

Will the Minister for the Environment table details of all advertising expenditure (radio, television and print) for the WA Forests Today initiative for the financial years -

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

Hon PETER FOSS replied:

There is no WA Forests Today advertising initiative of the type suggested by the question. There was, however, an 8-page public information and community education publication entitled "WA Forests Today" produced and distributed in 1999/00 and this answer relates to that publication.

1997/98 - Nil

1998/99 - Nil

1999/00 -Radio - Nil

Print - No advertising per se. Approximately \$110,000 was spent to print and distribute "WA Forests Today" in community and regional newspapers.

TV - Cost to produce television commercials where some mention of the "WA Forests Today" publication is made was approximately \$42,500 with airtime costing \$35,049.33