

Estimates Committee 2009
Questions Taken On Notice

(16/6/2009 to 19/6/2009)

Date: 16/06/2009 Output: Agency Specific
Sub Output: Whole of Government

Subject: Advertising/Awareness campaigns

From:Ms Jodeen Carney to Hon Delia Lawrie
Justice and Attorney-General

2-1

Question:

It is in respect of document No 7, how many of the campaigns listed thereon were translated into local languages?

Answer:

Answered On: 16/06/2009

Answer: In terms of anyone being contracted out for the artwork, print, visual or audio platforms, Restricted Areas and now Other Alcohol Restrictions used Sprout, Big Picture and Norsign; Misuse of Drugs Legislation in-house design; Photo ID, Sprout originally, but some changes were made in-house; Parental Responsibility, Sprout did print design, Cutting Edge did TV creative and all were paid in the previous financial year 2007-08. The Government Printing Office does the majority of our print jobs. If there is something urgent and GPO are not able to provide the services, the department uses Coleman's Printing, but I am advised that this did not occur during 2008-09.