



Assistant Treasurer

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11 JUL 2013

Mr David Morris MP
Chair
Public Accounts and Estimates Committee
Parliament House, Spring Street
EAST MELBOURNE VIC 3002

Dear Mr Morris,

2013-14 BUDGET ESTIMATES FURTHER INFORMATION – ASSISTANT TREASURER'S PORTFOLIO

Thank you for your letter dated 20 June 2013 requesting a response to the question on notice taken during the 24 May 2013 Budget Estimates hearing for the Assistant Treasurer's portfolio.

Please find enclosed the response to the question on notice.

Yours sincerely

THE HON GORDON RICH-PHILLIPS MLC
Assistant Treasurer



ATTACHMENT: QUESTIONS TAKEN ON NOTICE

ASSISTANT TREASURER'S PORTFOLIO

1. Please advise the amounts spent on motorcycle safety advertising campaigns for 2011-12 and 2012-13 and the planned expenditure for 2013-14.

(Page 7 of the Assistant Treasurer's portfolio transcript)

The amount spent on motorcycle safety advertising campaigns was \$3,604,769 for 2011-12, \$2,807,015 for 2012-13, whilst it is planned to spend \$4,340,000 in 2013-14.

Below is a breakdown of amounts spent on motorcycle safety advertising campaigns for the relevant periods.

2011-12	\$
Advertising media	\$1,055,183
Advertising production	\$1,833,721
Website (Spokes)	\$111,562
Motorcycle Safety program (Ride Smart)	\$244,704
Motorcycle Grand Prix sponsorship (contract)	\$135,973
Motorcycle Grand Prix sponsorship (activation)	\$223,626
Total	\$3,604,769

2012-13	\$
Advertising media	\$1,251,005
Advertising production	\$1,072,818
Motorcycle Safety program (Ride Smart)	\$103,648
Motorcycle Grand Prix sponsorship (contract)	\$181,025
Motorcycle Grand Prix sponsorship (activation)	\$198,519
Total	\$2,807,015

2013-14	\$
Advertising media	\$2,550,000
Advertising production	\$700,000
Website (Spokes)	\$100,000
Motorcycle Safety program (project & research)	\$490,000
Motorcycle Grand Prix sponsorship (contract)	\$210,000
Motorcycle Grand Prix sponsorship (activation)	\$190,000
Motorcycle events and retail program	\$100,000
Total	\$4,340,000