



**Tony Simpson** MLA  
Opposition Spokesperson for Information  
Technology and Communications  
**Katie Hodson-Thomas** MLA  
Shadow Minister for Tourism

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## **Website that costs more than \$7 a visit**

**Government spends over \$750,000 on 2 websites**

The State Government's poor project management skills have been highlighted yet again as Tourism Minister Sheila McHale was forced to admit that [westernaustralia.tv](http://westernaustralia.tv) – a website designed to sell WA to the world – is costing the Western Australian taxpayer \$7 per visitor.

According to the Minister, this website cost the Government **\$96,000** to build and **\$15,264** per year to host online. For this money it has been able to attract a grand total of 15,670 unique visitors.<sup>1</sup>

Opposition Spokesperson for IT and Communications Tony Simpson has claimed that the Minister has spent too much money having this website built, for very little gain.

“Once again the Carpenter Government has wasted the money of taxpayers by throwing money at a project of uncertain value,” said Mr Simpson.

“This is on top of a further **\$322,900** spent developing the Tourism WA website, [westernaustralia.com](http://westernaustralia.com).

“These two website are run by a team of six that works out of Tourism WA's Online Marketing Team.

“The six staff that make up this team are paid a total of between **\$336,210** and **\$364,563**.

“This is far too much.

“This team runs two websites and conducts a few campaigns online. At most it should need two staff, not six.”

Shadow Minister for Tourism Katie Hodson-Thomas has condemned Minister McHale for misspending valuable funds earmarked for tourism promotion.

“Tourism is important to our State's economy and the Government should take innovative measures to promote it,” said Ms Hodson-Thomas.

“But this is yet another waste of taxpayers money, just like the previously unsuccessful ‘Real Thing’ campaign.

“The Carpenter Government has spent more than **\$750,000** on these two websites that do the same thing – advertise Western Australia.

“This is money that now cannot be spent on something else.

“The Government could have set up one website at a fraction of that cost and purchased more ads in our key markets.

“Or for this money, several Doctors or nurses could have been hired for one of our hospitals.

“Instead it was spent on two overpriced websites.”

Mr Simpson has stated that although these websites are complicated to build and host, it should not cost the amount spent by the Government.

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<sup>1</sup> This is the number of visitors at the time the Minister answered the questions directed to her about the site.



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“The Carpenter Government, its Ministers and their staff obviously do not understand the Internet and information technology and they cannot effectively manage these projects.

“They have overspent here, just like they have overspent on many other projects.

“If this Government is not capable of managing a couple of websites, how can we trust them to manage our State’s booming economy?”

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