

MINISTER FOR EDUCATION AND TRAINING — PORTFOLIOS —  
 DIGITAL PLATFORM ADVERTISING

3515. Mr Z.R.F. Kirkup to the minister representing the Minister for Education and Training:

In respect of the Minister's portfolio responsibilities for any of their departments, agencies, government trading enterprises or boards, I ask for 2016–17 and 2017–18 how much money has been spent on advertising on the following digital platforms:

- (a) Facebook;
- (b) Twitter;
- (c) Instagram;
- (d) Google Adwords;
- (e) Bing Ads;
- (f) Google MyBusiness;
- (g) Reddit;
- (h) The West Australian;
- (i) PerthNow;
- (j) WA Today;
- (k) The Australian;
- (l) Australian Financial Review; and
- (m) Community News Group?

**Mr P. Papalia replied:**

Department of Education

The answers to these questions are for Department of Education and School Curriculum and Standards Authority. Prior to 1 July 2017, the figures also include the Department of Education Services, which was merged as part of the Machinery of Government changes, and the Country High School Hostels Authority.

To answer this question for schools would require a survey to be completed by all schools. This has not been undertaken.

(a)

<b>2016–17</b>	<b>\$1 674.05</b>
2017–18	\$14 545.14

(b)–(m) Other than Facebook, the Department of Education and School Curriculum and Standards Authority do not classify expenses at this level. They are captured under a general heading, 'Advertising'.

Department of Training and Workforce Development

	<b>2016–17</b> <b>(\$)</b>	<b>2017–18</b> <b>(\$)</b>
(a) Facebook	58,101	49,283
(b) Twitter	0	0
(c) Instagram	0	0
(d) Google Adwords	4,720	15,500
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0
(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0

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(m) Community News Group	0	0
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North Metropolitan TAFE

	<b>2016–17</b> <b>(\$)</b>	<b>2017–18</b> <b>(\$)</b>
(a) Facebook	91.41	36,364
(b) Twitter	0	0
(c) Instagram*	0	0
(d) Google Adwords	0	38,850
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0
(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0
(m) Community News Group	0	0

\* The advertisement creation process in Facebook allows you to select an option for the advertisement to run on both Facebook and Instagram. This is regarded as one financial transaction and has been combined in the response.

South Metropolitan TAFE

	<b>2016–17</b> <b>(\$)</b>	<b>2017–18</b> <b>(\$)</b>
(a) Facebook	78,790.23*	42,212.66
(b) Twitter	0	0
(c) Instagram**	0	0
(d) Google Adwords	43,904.27*	12,028.62
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0
(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0
(m) Community News Group	0	0

\* TAFE choices marketing campaign

TAFE Choices was a whole of sector marketing campaign, implemented under the former State Government. The expenditure was shared between the five TAFE colleges. The total expenditure for the campaign is included in SMT's response.

\*\* Instagram is owned by Facebook and Instagram advertisements are purchased from Facebook

North Regional TAFE

	<b>2016–17</b> <b>(\$)</b>	<b>2017–18</b> <b>(\$)</b>

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(a) Facebook	2,613.86	3,040.28
(b) Twitter	0	0
(c) Instagram	0	0
(d) Google Adwords	2,836.98	4,111.24
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0
(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0
(m) Community News Group	0	0

**Central Regional TAFE**

	<b>2016–17 (\$)</b>	<b>2017–18 (\$)</b>
(a) Facebook	3,487.27	12,869.33
(b) Twitter	148.37	0
(c) Instagram	0	0
(d) Google Adwords	0	0
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0
(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0
(m) Community News Group	900	785

**South Regional TAFE**

	<b>2016–17 (\$)</b>	<b>2017–18 (\$)</b>
(a) Facebook	5,314.21	8,601.51
(b) Twitter	0	0
(c) Instagram	0	105.69
(d) Google Adwords	0	27.06
(e) Bing Ads	0	0
(f) Google MyBusiness	0	0
(g) Reddit	0	0
(h) The West Australian	0	0
(i) Perth Now	0	0

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(j) WA Today	0	0
(k) The Australian	0	0
(l) Australian Financial Review	0	0
(m) Community News Group	0	0

Building Construction Industry Training Fund

(a)–(m) Nil.