

GOVERNMENT DEPARTMENTS — ADVERTISING

**506. Hon TJORN SIBMA to the Leader of the House representing the Premier:**

I refer to government expenditure on advertising.

- (1) What was the total whole-of-government expenditure on advertising for the last financial year and the current financial year to date?
- (2) In line with Premier's Circular 2017/02, have all directors general completed a review of current and planned advertising and communication?
- (3) If yes to (2), can the minister table reports resulting from that planning and reporting process?
- (4) As the Department of the Premier and Cabinet maintains the Independent Communications Review Committee to ensure that agencies comply with the policy/directive and supporting guidelines with respect to advertising and communications, can the Premier identify the members of this committee and their substantive positions?
- (5) Do any ministerial office staff participate or involve themselves in the committee's activities; and, if so, please provide names and their substantive role or title?

**Hon SUE ELLERY replied:**

I thank the honourable member for some notice of the question.

- (1) In 2016–17, it was \$25.2 million and \$16.5 million from 1 July 2017 to 31 May 2018.
- (2)–(3) The Premier's Circular 2017/02 required directors general and chief executives to take action to reduce advertising and communications expenditure to assist the government to meet its objective, as the reported figures indicate.
- (4) Mr Robert Kennedy, chair and executive director, strategic services, Department of the Premier and Cabinet; Mr Gary Meyers, director, state services, Department of the Premier and Cabinet; and Mr Mark Bryden, director, strategic issues, Building Management and Works, Department of Finance.
- (5) No.