

PREMIER — OUTDOOR ADVERTISEMENTS

2. Hon Nick Goiran to the Leader of the House representing the Premier:
- (1) How many outdoor advertisements were approved for display on government property for the calendar month of April 2017?
  - (2) Will the Premier table a copy of each advertisement?
  - (3) If no to (2), why not?

**Hon Sue Ellery replied:**

- (1) Out-of-Home (outdoor) advertising can include billboards, street, roads, highways, transit, and alternative advertising, for example:

Wall and stand-alone advertising boards/displays in shopping centres;

Transit advertising on back of taxis, buses, ferries and the like;

Digital advertising on freeways;

Advertising on bus shelters and train stations;

Roadside advertising on public, private;

Doctors surgery or other in-situ posters.

To source and provide the level of campaign advertising data requested for each government department and agency [including public non-financial corporations (PNFCs), formerly Government Trading Enterprises (GTEs)] for each booked and planned outdoor advertisement would be a major task, and the allocation of the significant resources required could not be justified.

If, however, the member has a specific question regarding a particular agency's advertising I would be prepared to consider the member's request.

- (2) (1) above refers.
- (3) (1) above refers.