

GOVERNMENT ADVERTISING, REVIEW AND GUIDELINES

323. Hon J.A. COWDELL to the Leader of the House representing the Premier:

Noting report 5 of 1995-96 of the Auditor General of British Columbia on public communications entitled “Distinguishing between Government Program and Partisan Political Communications”; the 1998 Australian National Audit Office report entitled “Commonwealth Taxation Advertising”; the 1996 report of the Victorian Auditor General entitled “Marketing Government Services: Are You Being Served”; the 1995 report of the New South Wales Audit Office entitled “Government Advertising”; and the 1989 New Zealand Auditor General’s report entitled “Suggested Guidelines for a Convention on Publicly Funded Government Advertising and Publicity”, I ask: Has the Auditor General considered issuing a report on government advertising in Western Australia with a view to ensuring that proper guidelines are established and adhered to, particularly with respect to partisan political communications and to ensuring that value for money is obtained in advertising expenditure?

Hon N.F. MOORE replied:

I do not answer questions on behalf of the Auditor General; he is quite capable of doing that himself. However, this question has been referred to the Auditor General and he has advised that his office routinely monitors issues like government advertising to assist him in making decisions about areas to be subject to examination. In the light of information currently available, the area of government advertising is not regarded as a priority for specific examination at this time.