

GOVERNMENT ADVERTISING EXPENDITURE

915. Hon Dr STEVE THOMAS to the Leader of the House representing the Premier:

I refer to the 2021–22 annual report tabled by the Department of the Premier and Cabinet and the \$18.1 million declared in accordance with section 175ZE of the Electoral Act 1907 for expenditure in relation to advertising agencies, market research organisations, polling organisations, direct mail organisations and media advertising organisations.

- (1) What did the \$4.8 million in 2020–21 and the \$13.8 million in 2021–22 paid to Initiative Media Australia Pty Ltd for media advertising provide, and will the Premier table a breakdown of these costs?
- (2) Why has \$18.4 million been paid to an advertising agency based in New South Wales when the Western Australian Jobs Bill was introduced to enhance local industry participation in the supply of goods and services to or for agencies of the state?

Hon SUE ELLERY replied:

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

- (1) The Department of the Premier and Cabinet engaged Initiative Media in response to the COVID-19 pandemic for the planning, booking and buying of advertising media for public health messaging such as newspaper, television and radio advertising.

A breakdown of expenditure in 2020–21 and 2021–22 has been provided in tabular form. I seek leave to have this part of the answer incorporated into *Hansard*.

[Leave granted for the following material to be incorporated.]

Campaign	2020–21	2021–22
COVID-19 Response <i>Communicated changing public health and social measures, based on relevant health advice, including mask wearing, isolation requirements, capacity limits, and contact tracing requirements. Encouraged COVID-safe behaviours and healthy hygiene habits to keep the community safe.</i>	1,066,700	2,770,000
Emergency Outbreak Response <i>Communicated emergency protocols and public health and social measures, based on relevant health advice, related to lockdowns.</i>	1,500,000	1,450,000
WA Safe Transition Plan <i>Communicated changing public health and social measures, based on relevant health advice, related to border controls.</i>	470,000	900,000
Vaccination Communications <i>Encouraged uptake of COVID-19 vaccinations through the “Roll Up for WA” and “We’re on a Roll” campaigns.</i>	700,000	5,500,000
WA Workforce Recruitment <i>Workforce recruitment campaigns to support industries affected by skill shortages during COVID-19, including the construction, manufacturing, hospitality and tourism industries.</i>	1,054,000	3,260,000
Evaluation, Digital Messaging and Small Business <i>Campaign to encourage the public to support local businesses with the Small Business Needs your Business campaign. Business as usual costs relating to evaluation and digital messaging on COVID.</i>	9,300	–
Total	4,800,000	13,880,000

- (2) The premise of the question is incorrect. Initiative Media and its employees are located locally in Leederville, Western Australia.