

TRANSPORT — MEDIA CAMPAIGN

925. Hon NEIL THOMSON to the minister representing the Minister for Transport:

I refer to the advertisements that are reminiscent of the Carpenter government's promotions currently running on TV and in social media, with the tagline "Building for tomorrow".

- (1) How much will this campaign cost over the life of the campaign for —
 - (a) television;
 - (b) social media, including YouTube; and
 - (c) all other spending?
- (2) Noting commentary about delays and disruption, why did the government believe it was necessary to run this campaign?
- (3) Is the program in response to the massive disruption likely with the closure of the Armadale rail line?

Hon STEPHEN DAWSON replied:

I thank the honourable member for some notice of the question. The following answer was provided to me by the Minister for Transport.

- (1)–(3) The minister is unfamiliar with the promotions the honourable member refers to.

Building for Tomorrow is an awareness and education campaign that launched in 2020, informing the community about the unprecedented level of transport infrastructure in planning, under construction or nearing completion across the state. State government infrastructure awareness campaigns are common practice. Unlike the former coalition government's Bigger Picture campaign, the Building for Tomorrow campaign provides information on real projects and has not created merchandise for projects that were not even funded.