

MINISTER FOR LOCAL GOVERNMENT — PORTFOLIOS — PODCAST ADVERTISING

1281. Mr Z.R.F. Kirkup to the Minister for Local Government; Heritage; Culture and the Arts:

In respect of the Minister's portfolio responsibilities since 1 January 2017 for departments, agencies, boards or publicly owned corporations:

- (a) Has any advertising campaigns taken place on a podcast, and if so:
 - (i) How much money has been spent on podcast adverting;
 - (ii) On what podcast (outlet and episode) did the advertising take place;
 - (iii) What advertising campaign was published on the podcast; and
 - (iv) Has any review been undertaken as to the effectiveness of podcast advertising:
 - (A) If so, will the Minister table that review?

Mr D.A. Templeman replied:

- (a) Please refer to Legislative Assembly Question on Notice 1288