

MINISTER FOR CHILD PROTECTION — PORTFOLIOS — DIGITAL PLATFORM ADVERTISING

3528. Mr Z.R.F. Kirkup to the Minister for Child Protection; Women’s Interests; Prevention of Family and Domestic Violence; Community Services:

In respect of the Minister’s portfolio responsibilities for any of their departments, agencies, government trading enterprises or boards, I ask for 2016–17 and 2017–18 how much money has been spent on advertising on the following digital platforms:

- (a) Facebook;
- (b) Twitter;
- (c) Instagram;
- (d) Google Adwords;
- (e) Bing Ads;
- (f) Google MyBusiness;
- (g) Reddit;
- (h) The West Australian;
- (i) PerthNow;
- (j) WA Today;
- (k) The Australian;
- (l) Australian Financial Review; and
- (m) Community News Group?

Ms S.F. McGurk replied:

This answer covers multiple Ministers’ portfolios, including Disability Services, Seniors and Ageing, Volunteering, Housing, Veterans Issues, Youth, as well as my Child Protection, Women’s Interests, Prevention of Family and Domestic Violence and Community Services portfolios.

This answer also encompasses the Department of Communities and the legacy agencies whose functions were amalgamated into the Department of Communities from 1 July 2017.

The below expenditure is payments made directly to the digital platforms listed. The expenditure is largely related to media placement for campaigns such as Foster Carer Recruitment (Child Protection portfolio), Opening Doors and commercial projects (Housing portfolio).

In the 2016–17 Financial Year, the Department of Communities legacy agencies directly paid the nominated organisations the following on advertising:

| | Department for Child Protection and Family Support | Department of Local Government and Communities | Disability Services Commission | Housing Authority |
|--------------------|---|---|---------------------------------------|--------------------------|
| (a) Facebook | \$9,825 | \$625 | Nil | \$255 |
| (b) Twitter | Nil | \$90 | Nil | Nil |
| (c) Instagram | Nil | Nil | Nil | Nil |
| (d) Google Adwords | Nil | Nil | Nil | \$60,000 |
| (e)–(m) | Nil | Nil | Nil | Nil |

In the 2017–18 Financial Year, the Department of Communities has directly paid the nominated organisations the following on advertising:

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|--------------------|----------|
| (a) Facebook | \$22,847 |
| (b) Twitter | Nil |
| (c) Instagram | \$65 |
| (d) Google Adwords | \$34,016 |

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| (e)-(m) | Nil |
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