

MINISTER FOR SENIORS AND AGEING — PORTFOLIOS — PODCAST ADVERTISING

1279. Mr Z.R.F. Kirkup to the Minister for Seniors and Ageing; Volunteering; Sport and Recreation:

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) (A) If so, will the Minister table that review?

**Mr M.P. Murray replied:**

Please refer to Legislative Assembly Question on Notice 1288.