

TAB ADVERTISING CAMPAIGN — “WE’VE UPPED OUR GAME”

623. Mr M.P. MURRAY to the Premier:

I refer to the new TAB “We’ve Upped the Game” advertising campaign.

- (1) On 6 August, the Premier claimed that Dixie Marshall, who is in the Premier’s office, is responsible for all government advertising. Did she authorise these ads?
- (2) As Ms Marshall reports to the Premier, did the Premier approve of these ads or view them before they went to air?
- (3) When the Minister for Racing and Gaming was asked about this issue in the upper house on Tuesday, we were advised to FOI this information. Will the Premier now ensure that these details are provided?

Mr C.J. BARNETT replied:

- (1)–(3) I do not know what the member for Collie–Preston has against the racing industry. It is pretty popular around his part of the world.

Mr P.B. Watson interjected.

The SPEAKER: Member for Albany!

Mr M.P. Murray: I can give you a winner for Sunday, if you want.

The SPEAKER: Member for Collie–Preston!

Mr C.J. BARNETT: That would be useful; we could do with a few extra dollars.

Dixie Marshall is responsible for the advertising programs across government. That does not mean that she administers in detail every single contract or every single advertisement. She takes an overarching role across government advertising and government programs. As much the opposition hates to hear this, the work that she has undertaken has literally saved this government millions and millions of dollars. Without any question, our advertising spend over the term of the government is some \$30 million below what the Labor government had spent. Part of that has been responsibility in advertising, as well as targeting advertising and using cheaper media to do it.

Mr D.J. Kelly interjected.

The SPEAKER: Member for Bassendean, we do not need a running commentary; thank you. I call you to order for the first time.

Mr C.J. BARNETT: I cannot provide any detail of this particular advertising program. If the member for Collie–Preston wants more information, I suggest he puts it on notice to the Minister for Racing and Gaming. I have to say those advertisements are incredibly creative.

Mr P.B. Watson: Kids love them!

Mr M. McGowan: My kids talk about them!

Mr C.J. BARNETT: Good on you! Parental responsibility accounts for a bit.

Mr M. McGowan: They are on at six o’clock at night.

Mr C.J. BARNETT: They are creative advertisements. As the Minister for Racing and Gaming said, it is a competitive area. The TAB needs to be out there competing, otherwise its share of the gambling market will decline and its ability to support racing, both in the metropolitan and country areas, will decline. I would have thought the member for Collie–Preston would support country racing because it is very popular around the member’s part of the world. I had not seen those advertisements until I noticed one on television a few days ago.