

BIGGER PICTURE FUNDING — ANTI-METHAMPHETAMINE ADVERTISING CAMPAIGN

284. Mr M.P. MURRAY to the Minister for Regional Development:

I refer to the Bigger Picture regional development advertising campaign, which prominently features recipes from the regions on both a website and other media.

- (1) Does the minister think this is a suitable use of taxpayers' money?
- (2) Does the minister agree that this money would be better spent combating the meth epidemic that is hitting our regions extremely hard?

Mr D.T. REDMAN replied:

- (1)–(2) That question sounds awfully similar to one asked a little while ago. I thought the Premier nailed the response—hence I will not go into it—in referring to the history of the Labor government's advertising campaigns compared with this government's advertising. I make the point that the three advertisements that were run on television in the Bigger Picture campaign relate to the royalties for regions spend. One was the hostel development commissioned in Esperance. The member will be aware that the child of someone living to the east of Esperance will be able to attend school. The other spend is the \$36 million Augusta boat harbour project that this government put in place to encourage the economy in that part of the state. The other one is the Clontarf program in Karratha that focuses on young Indigenous kids up there and getting those kids to go to school.

The survey about people in regional Western Australia and their understanding of this government's spending has shown that they want more information. They want to better understand where this government spends its money in regional Western Australia. The TV campaign and the campaign that runs through the other media outlets is a platform for people to access the websites to gain a better understanding of where this government spends its dollars in regional Western Australia and to have a better understanding of how they can engage with the government to improve services and investment in regional Western Australia. As the Premier just said, is it not great to have a good advert that has a platform that attracts people to the sites to see what is happening? I pay tribute to the people who put those adverts together. They are excellent ads that use an emotional connection such as food to get people to access websites. It helps people who live in the more isolated parts of the state to engage, and that is something the member for Collie–Preston should appreciate: they can engage in what this government is doing to support regional Western Australia.