

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

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

I refer to the Western Australian TAB’s new “We’ve Upped the Game” advertising campaign and the Premier’s comments during the election campaign that children were watching all these big games and that he did not think they needed to be deluded by enticements to gamble; he said that they may grow up to be gamblers and that it had gone too far.

- (1) In light of the Premier’s comments, why is the government spending hundreds of thousands of dollars on this advertising campaign, which vigorously promotes sports betting?
- (2) Will the Premier reveal the total amount being spent on this advertising campaign; and, if not, why not?

Mr C.J. BARNETT replied:

- (1)–(2) I think the member for Collie–Preston should have addressed that question to the Minister for Racing and Gaming; it is pretty obvious, since the minister is here in the chamber.

Several members interjected.

The SPEAKER: Members!

Mr C.J. BARNETT: However, I will make some comments on the question. Yes, I have made statements to that effect, and I stand by them today. I think there is excessive advertising of gambling, particularly gambling of an instantaneous nature, conducted during major sporting events and during the hours in which children might reasonably be expected to be watching television. As I understand it, this is the first campaign that the TAB has conducted for some 15 years. I have seen the advertisements only once. But, again, I reassure the member that those advertisements are not played in the media during sporting events; nor are they televised during the hours when children watch television.