621. Mr Z.R.F. Kirkup to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests

For each of your departments, agencies, boards, publicly owned corporations and Ministerial offices since 17 March 2017 how much money has been spent on:
(a) “Boosted” Facebook posts;
(b) “Promoted” Twitter posts;
(c) “Sponsored” Instagram posts;
(d) Google AdWords; and
(e) Paid content or advertising on:
(i) WWW.THEWEST.COM.AU;
(ii) WWW.PERTHNOW.COM.AU;
(iii) WWW.WATODAY.COM.AU; and
(iv) WWW.YAHOO.COM.AU?

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**Answer**

**Tourism Portfolio**
**Tourism WA**
(a) $48,769.10
(b) Nil
(c) $3,627.35
(d) $60,694.79
(e)(i) $1,250
   (ii) Nil
   (iii) $41
   (iv) $57,795.25

**Rottnest Island Authority**
(a) Anzac Day promotion - $20 one off, Destination campaign Facebook Canvas - $964, Winter campaign Facebook Canvas - $4628.
(b) Nil
(c) Destination Campaign sponsored posts through TRIBE campaign - $643, Winter campaign sponsored posts - $1800.
(d) ‘Always On’ Search Engine Marketing campaign - $4500 per month.
(e) (i –iv) Nil

**Racing and Gaming Portfolio**
**Burswood Park Board**
(a – e) Nil

**Department of Racing, Gaming and Liquor**
(a – e) Nil
Racing and Wagering Western Australia
(a) $61 137
(b) $2 951
(c) $287
(d) $140 067
(e)(i-iv) $88 211
(iii) Nil

Western Australian Greyhound Racing Association
(a - e) Nil

Small Business Portfolio
Small Business Development Corporation
(a) $264
(b - c) Nil
(d) $11 000
(e) (i-iv) Nil

Defence Issues Portfolio
Defence West (as part of the Department of Commerce)
(a-e) Nil

Citizenship and Multicultural Interests Portfolio
Office of Multicultural Interests (as part of the Department of Local Government and Communities)
In terms of the Department of Local Government and Communities, please be advised as follows:
(a) $627.32
(b) $100
(c - d) Nil
(e)(i - iv) Nil

Ministerial office:
(a-e) Nil

Hon Paul Papalia CSC MLA
Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests