



MEDIA RELEASE

HON ROBERT BROKENSHERE MLC

FAMILY FIRST
The Independent Party



FAMILY FIRST BEGINS POLITICAL ADVERTISING REFORM

Thursday 19 February 2009

FAMILY FIRST MLC Robert Brokenshere late yesterday moved a Bill in the Legislative Council for comprehensive political advertising reform.

“The current Premier is on record – in Opposition – supporting political advertising reform”, Mr Brokenshere said, “and other eminent Australians such as the former and current Prime Minister, and former Federal and State Opposition Leaders, are all on record as supporting reform of government advertising to ensure they are not used for political ends”

His Party's *Regulating Government Advertising Bill* is the product of several years' research by Family First and requires that:

- A Government Publicity Committee be established comprising the Auditor-General, Ombudsman and an advertising expert appointed by the Auditor-General;
- The Committee produces guidelines based on directions given in Schedule 1;
- Government Publicity must comply with the guidelines and if members of the public believe it does not, they may complain to the Committee to investigate.
- The Committee, if it sees fit, can seek an injunction against the Government if it remains in breach of guidelines;
- any single advertising campaign exceeding \$50,000 in value must secure prior authorisation from the Government Publicity Committee;
- no appropriation for government publicity may be included in the budget until it has been pre-approved by the Committee;

Mr Brokenshere cited past ads featuring the Premier on the Tour Down Under, desalination, free buses to the Airport opening plus ads promoting the Marj (as it then was) demonstrate the current Government is only going to increase its political advertising – using taxpayer money – approaching the 2010 election.

*Text of the Bill is available now by e-mail,
and the supporting Speech in Hansard available from 2pm tomorrow.*