



MEDIA RELEASE

ROBERT BROKENSHERE
FAMILY FIRST SPOKESPERSON



HALF-MILLION DOLLAR AD ABOUT SAVING THE GOV'T, NOT MURRAY

Thursday September 11th, 2008

FAMILY FIRST MLC Robert Brokenshere has attacked the latest Rann Government abuse of taxpayer money, in the form of an infomercial about River Murray initiatives, saying "I call on the Government to tell the public what this is costing taxpayers."

"My information is that this particular ad would have cost \$500,000 to produce and run during prime time", Mr Brokenshere said, "We've seen it before with:

- The CFS ad on bushfire prevention featuring the Premier;
- The announcement of the air warfare destroyer contract featuring the Premier;
- the print advertisements run throughout regional papers trying to justify the anti-country Country Health Plan."

"These are infomercials for Labor, not necessary public announcements. The ads are not justified just because polling shows that voters are angry with the Rann Government over their management of water security for South Australia."

"Now that I'm in state Parliament representing FAMILY FIRST, I want to do something about this", Mr Brokenshere said, announcing that he:

1. has written today to the Auditor-General asking him to investigate whether taxpayer funds have been abused for blatant political advertising; and
2. will be putting forward a Bill to rein in Government political infomercials dressed up as public notice advertisements.

Mr Brokenshere asks, and will put to the Auditor-General:

"Will you investigate the validity of using taxpayer funding for blatant political advertising to attempt to neutralise public sentiment about Government's failure to manage water security?"

"Did the Rann Government commission a plane to fly over these locations to film the footage of a dying Murray River? "How much did a plane, pilot and photographer cost?"

"How much is it costing the Rann Government to run this infomercial during prime time TV?"