

Department of Health

LEGAL SERVICES

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Right to Information Decision

Right to Information No.: RTI202425-197

Applicant: Josh Agnew, Pulse Media
Re: Campaign Expenditure 2023/2024 Financial Year

Date of Application: 23/01/25

Date of Decision: 25/02/25

Information Requested

An application made pursuant to the *Right to Information Act 2009* ('the Act'), received the Department of Health ("the public authority") on 23/01/25 and accepted on 24/01/25

The information requested:

We are seeking a full breakdown of information on expenditure for campaign marketing/advertising by Health in the 2023-24 financial year.

Treasury have reported this figure as \$2,057,000 for Health in the 2023-24 FY, as per our RTI dated 22/01/2025.

We request a breakdown of each campaign, including the agencies and media suppliers involved and a breakdown of costs, including a comparison between intrastate and interstate spends.

Pulse's focus predominantly lies with intrastate marketing.

The data requested is routinely disclosed by other Australian states (see [https:// www.vic.gov.au/advertising-plans-and-spend](https://www.vic.gov.au/advertising-plans-and-spend)), however Tasmania does not routinely publicise this data.

Application Fee

The prescribed application fee was waived in accordance with:

s16(2)(c) (the applicant is able to show that he or she intends to use the information for a purpose that is of general public interest or benefit).

Release of Information

Please find **attached** table containing the information requested. I attempted to contact you by telephone and email to discuss your request. Please feel free to contact me to discuss.

Decision Made by

This information was released by Hannah Hughes, Principal Legal Advisor, a delegated Right to Information officer of the Department of Health, appointed by an instrument of delegation in accordance with s24 of the *Right to Information Act 2009*.

Under s44 of the Act you have the right to apply for a review of the decision. To seek a review, you must contact the [Ombudsman](http://ombudsman@ombudsman.tas.gov.au) within 20 working days of the day on which you receive this decision.

ombudsman@ombudsman.tas.gov.au