

17 April 2023

David O'Byrne MP  
Parliament House  
Hobart TAS 7000

Dear Mr O'Byrne,

### **Right to Information Request 15 March 2023**

I refer to your request pursuant to the *Right to Information Act 2009* ("RTI Act") made to Hydro Tasmania on 15 March 2023.

I am authorised to make decisions on behalf of Hydro Tasmania in respect of applications for information under the RTI Act.

#### **1. Your Request**

Your request sought the following information:

- 1. The total amount spent on advertising within Tasmania since July 1 2022, broken down by advertising medium (ie. print, television, radio, digital etc.);*
- 2. The total amount spent on advertising within Tasmania throughout the 2021-22 financial year, broken down by advertising medium (ie. print, television, radio, digital etc.); and*
- 3. The total amount spent on advertising within Tasmania throughout the 2020-21 financial year, broken down by advertising medium (ie. print, television, radio, digital etc.); and*

It will be collectively referred to in the body of this letter as "the Request".

#### **2. Determination and Reasons for Determination of Request**

- 2.1. I have undertaken a search of the information held by Hydro Tasmania to locate any records that may be relevant to the Request.
- 2.2. The information responsive to the Request is attached as Annexure 1.
- 2.3. There has been no radio or television advertising in the time periods captured by the Request.

2.4. Given the nature of the internet, it has not been possible to isolate digital spend for Tasmania alone so digital figures represent the whole of digital spend. This is primarily relevant to Entura, where general digital spend is primarily focused on Australia, the Pacific, South Asia and South-East Asia, but also for recruitment digital spend across the business which is Australia-wide.

2.5. For clarity I note that Annexure 1 does not include figures for internally owned channels.

### 3. Review of Rights

You are entitled under Section 43 of the RTI Act to apply for a review of the decision made under Part 2 of the determination.

Any request for such a review should be made in writing within twenty (20) working days of receiving this letter and addressed to:

Mr I Brooksbank  
Chief Executive Officer  
Hydro Tasmania  
4 Elizabeth Street  
HOBART TAS 7000

Should you have any further questions on the information provided please contact the undersigned.

This request is now considered closed.

Yours sincerely,



Laura Harle  
Legal Counsel  
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**Annexure 1**
**Hydro Tasmania**

<b>Period</b>	<b>Advertising category</b>	<b>Medium</b>	<b>Amount</b>
1 July 2022 – 15 March 2023	General	Print	\$6,050
	Public notices	Print	\$1,892.08
	General	Digital	\$2,235.70
	Recruitment	Digital	\$101,382.04
	General	Out-of-home	\$4,599.97
2021-2022 FY	General	Print	\$7,574.50
	Public notices	Print	\$14,275.41
	General	Digital	\$19,496.61
	Recruitment	Digital	\$95,074
	General	Out-of-home	\$14,994.87
2020-2021 FY	General	Print	\$20,785
	Public notices	Print	\$49,887.58
	General	Digital	\$34,532
	Recruitment	Digital	\$115,715

**Entura**

<b>Period</b>	<b>Advertising category</b>	<b>Medium</b>	<b>Amount</b>
1 July 2022 – 15 March 2023	General	Digital	\$19,632
	Recruitment	Digital	\$10,500
2021-2022 FY	General	Digital	\$39,264
	Recruitment	Digital	\$8,000
2020-2021 FY	General	Digital	\$39,264
	Recruitment	Digital	\$4,650

**Momentum/Hydro Tasmania – Bass Strait Islands**

<b>Period</b>	<b>Advertising category</b>	<b>Medium</b>	<b>Amount</b>
1 July 2022 – 15 March 2023	Public notices	Print	\$2,232
2021-2022 FY	Public notices	Print	\$1,440
	Recruitment	Print	\$324
2020-2021 FY	Public notices	Print	\$291.61
	Recruitment	Print	\$463.82