

27 February 2025

Mr Josh Agnew
Pulse Tasmania
GPO Box 97
Hobart TASMANIA 7001

By email only: josh@pulsemg.com.au

Dear Mr Agnew

Application for Assessed Disclosure dated 23 January 2025

I refer to your application for Assessed Disclosure under the *Right to Information Act 2009* (Tas) (**RTI Act**) dated 23 January 2025.

I am authorised to make decisions on behalf of Hydro Tasmania in respect of applications for information under the RTI Act, being a delegated officer of the principal officer, appointed by an instrument of delegation in accordance with section 24 of the RTI Act.

1. Your Request

Your request sought the following:

A breakdown of expenditure for intrastate campaign marketing/advertising by Hydro Tasmania in the 2023-24 financial year; specifically, a breakdown of each campaign, including agencies and media suppliers involved, and a breakdown of costs (the '**Request**').

2. Determination of Request

I have undertaken a search of the information held by Hydro Tasmania to locate any records that may be relevant to the Request. The information responsive to the Request is attached at **Annexure 1**.

I note your application for Assessed Disclosure references Hydro Tasmania's advertising spend as \$5,559,000, as per Treasury's response to your RTI dated 22 January 2025 for the Treasurer's Annual Financial Report 2023-24 advertising and promotion expenditure for the Total State Sector by entity.¹ As per the footnote in Treasury's response, the classification of expenses in the Treasurer's Annual Financial

¹ <https://www.treasury.tas.gov.au/Documents/Information%20for%20release%20-%20Expenditure%20on%20campaign%20marketing%20%20advertising.pdf>

Report is based on the Government Finance Statistic reporting framework and entity totals may not agree to the amounts in Hydro Tasmania's financial statements.

The \$5,559,000 amount reported by Treasury would include campaign marketing/advertising spend outside of Tasmania by Hydro Tasmania's businesses Entura and Momentum Energy. Entura is Hydro Tasmania's specialist power and water consulting business, servicing local, national and international clients. Momentum Energy is an energy and gas retailer owned by Hydro Tasmania, operating in Victoria, New South Wales, South Australia and the Bass Strait Islands. Both Entura and Momentum Energy operate in competitive environments outside of Tasmania, resulting in a higher proportionate advertising spend and media buying to acquire new customers and projects.

I have included a breakdown of Entura and Momentum Energy's advertising and campaign marketing spend outside of Tasmania at **Annexure 2**.

Please note that sponsorship is not included in Annexures 1 or 2 as it is outside of the scope of the Request.

3. Review of Rights

You are entitled under section 43 of the RTI Act to apply for an internal review of this decision.

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

Ms Erin van Maanen
Acting Chief Executive Officer
Hydro Tasmania
4 Elizabeth Street
Hobart TASMANIA 7000

Please contact me if you have any questions about the information provided. This request is now considered closed.

Kind regards

Madeleine Farrar

Delegated Officer pursuant to the
Right to Information Act 2009 (Tas)
madeleine.farrar@hydro.com.au