

Sunday 26 April 2009

## VICTORIANS SATURATED BY BRUMBY'S CHANNEL DEEPENING PROPAGANDA

### TAXPAYER DOLLARS SUNK INTO MASS MEDIA ADVERTISING

Shadow Minister Responsible for Scrutiny of Government David Davis said today the Brumby Government must justify the cost of mass media advertising for the Port Phillip Bay dredging project.

Earlier this week Premier John Brumby attempted to handball to Minister for Port Tim Pallas when he was quizzed about the saturation advertising and its cost by 3AW's Neil Mitchell.

NM: The dredging is just about finished in Port Phillip Bay?  
JB: Yep...  
NM: Why in the hell are you running ads for it, promoting it?  
JB: Because it's a great project. It's a great project...  
NM: What's that costing?  
JB: Ah...I don't, I don't...you'd have to ask...  
NM: Television ads, radio...  
JB: ... you'll have to ask Tim Pallas. But listen this is about...gee...  
NM: But it's done it's finished...  
JB: No it's not finished.  
NM: Well it's nearly finished.  
JB: Well its not, it's not, it's over half way...  
NM: ...protesters have gone away, and it's all over...  
JB: ... it's not, it's not, it's not over half way done.  
NM: ... the heat's gone out of it and you're running ads telling us how great it is!  
JB: It's not...it's not... there's still months and months of work to do, but it's a great project. You've been a big supporter of it.  
NM: Well I have...  
JB: Yeah...  
NM: ... but I don't want to waste money on ads telling me about it.  
JB: Yeah well I think with the advertising campaign this was important to get the message out about what a good project it is, how it's generating jobs and to get the message out interstate as well Neil that Victoria's a great place to invest. And I assume with advertising contracts – I'm not an advertising man – but I assume with contracts it probably works out cheaper if you take it over a year rather than sort of on-off, on-off, on-off.

(John Brumby with Neil Mitchell on 3AW, Tuesday 21 April 2009)

Mr Davis said it was time the Brumby Government focused on creating jobs instead of operating as a public relations agency.

"There isn't even a fine line between information and propaganda in the case of these advertisements and the Premier admitted as much when his justification for these ads was to promote 'a good project'.

"There is something very wrong with the Brumby Government when it prefers to sink taxpayers' dollars into mass media advertising instead of investing those funds into projects that will create jobs for Victorians," Mr Davis said.

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