

27 April 2023

Dean Winter MP
Member for Franklin
Parliament House
Hobart TAS 7000

By email only: celeste.miller@parliament.tas.gov.au

Dear Mr Winter,

Right to Information Request 5 April 2023

I refer to your request pursuant to the *Right to Information Act 2009* ("RTI Act") made to Hydro Tasmania on 5 April 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:

- The total expenditure for The Mercury's, Future Tasmania Lunch held on 31 March 2023, including breakdown of costs for:*
 - Tickets*
 - Sponsorship*
 - Advertising*
 - Public relations*
 - Speaking role*
 - Any other costs*
- The total expenditure for The Mercury's, Future Tasmania Campaign, including a breakdown of costs for:*
 - Sponsorship*
 - Advertising*
 - Public relations*
 - Any other costs*

3. *Identification of any opportunities, incentives, and discounts received for supporting The Mercury's, Future Tasmania Campaign.*

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. In relation to Items 1 and 2 of the Request, the total cost to Hydro Tasmania for *The Mercury's, Future Tasmania Campaign* ("the Campaign"), including the lunch held on 31 March 2023 ("the Lunch") will be \$40,000 plus GST ("Sponsorship Fee"). I note that, as at today's date, Hydro Tasmania has been invoiced by News Pty Ltd in respect of part of the Sponsorship Fee, with a second invoice still to be provided.
- 2.3. A partial breakdown of the costs for the advertising component of the Campaign is included at paragraph 2.4 below. Except as provided at paragraph 2.4, there is no further information available as to the breakdown of costs for the Campaign or the Lunch.
- 2.4. In answer to Item 3 of the Request, a summary of the opportunities, incentives and/or discounts received by Hydro Tasmania for supporting the Campaign are:
 - minor partner of Future Tasmania 2023 advocacy initiative;
 - post event campaign report with action plan;
 - invitation to editors roundtable workshop with other partners pre-campaign, Tuesday 21st February;
 - 1 x table of 10 at Future Tasmania event in Hobart (10 seats);
 - logo inclusion on Future Tasmania event collateral & branding as Minor Partner;
 - logo inclusion on all Future Tasmania print and digital content marketing as Minor Partner;
 - inclusion in PR opportunities coordinated by News in support of the campaign;
 - ability for media and communication team to contribute to content plan developed by News Editorial;
 - ability to profile your content or research within the campaign;
 - integration of your experts or spokesperson across campaign;
 - 2 x medium strips in The Hobart Mercury aligned to Future Tasmania coverage; and
 - \$4,750 targeted digital display media on The Hobart Mercury website with custom targeting to run throughout campaign.

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 Ian 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,



Lara Henley
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