

1 July 2026

Tabatha Badger MP
Committee Chair
House of Assembly Select Committee on Caretaker Conventions
Parliament House, Hobart TAS 7000
By email: caretaker@parliament.tas.gov.au

Response to questions taken on notice - Select Committee on Caretaker Conventions

Dear Chair,

I refer to my appearance before the House of Assembly Select Committee on Caretaker Conventions on Monday 15 June 2026, and to your letter of 16 June 2026.

I set out below the additional information sought by the Committee.

Question 1. *Please provide the exact date and time that the Government advertising extension for the 2025-2026 Budget was taken down from Pulse Tasmania media pages.*

The relevant sequence of events on the evening of 11 June 2026 was as follows:

- At 6:57pm, the Governor's statement confirming that Parliament would be dissolved was published.
- At approximately 6:59pm, the Government advertising extension for the 2025-2026 Budget was taken offline from Pulse Tasmania's media pages.
- Between 7:00pm and 7:05pm, Pulse's news story announcing an early election was published across Pulse's various platforms.

Question 2. *Please provide the dates of your meetings with the Premier, the Hon. Jeremy Rockliff MP, between May 2025 and June 2025 and if, to your awareness, the 2025-2026 Budget advertising by Pulse Media Group was discussed.*

I met with the Premier on the following dates:

- 8 May 2025
- 3 July 2025

For completeness, I note that while the Committee's question refers to the period between May 2025 and June 2025, the second of these meetings took place on 3 July 2025 and I have included it here so that the Committee has a full picture.

Advertising on Pulse Tasmania was discussed broadly in the meeting in May. This included the total amount spent by the whole-of-government on advertising each year, which was \$61,340,388 in 2023-24.

I provided insight on market conditions for Tasmanian media outlets, including but not limited to Pulse, particularly around the impacts of global technology platforms on advertising revenue for news media, and the importance of advertising revenue in enabling us to employ journalists to tell the stories that matter - without a paywall.

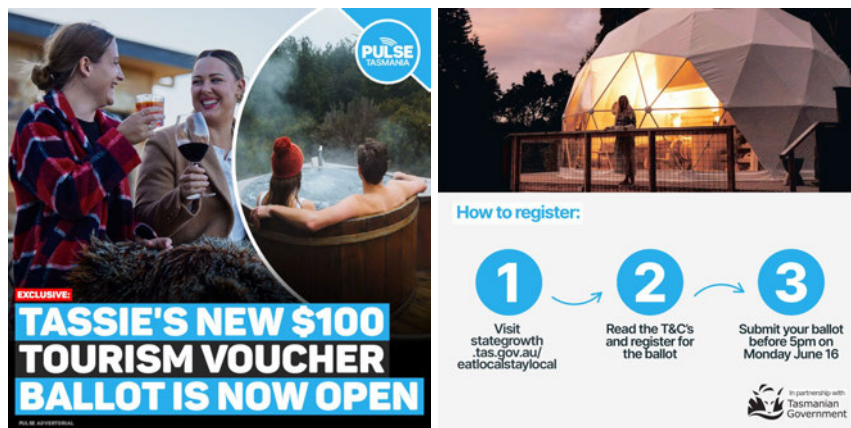
Advertising for the 2025-2026 Budget in particular was not discussed at the meeting in May. I had no discussions with the Premier in relation to the Budget advertising before and during its course.

The results of the campaign were discussed when we met in July, as part of a broader overview of Pulse's success. By that time, the Budget campaign had already ceased nearly a month earlier.

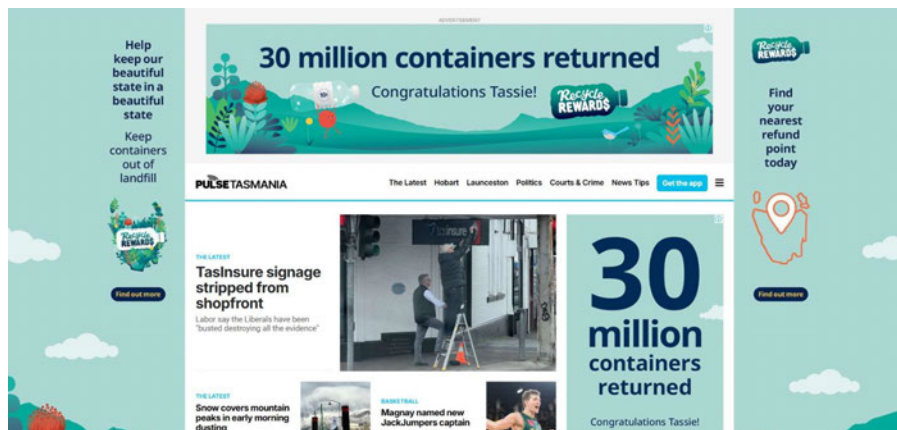
Question 3. Please provide examples of the campaigns Pulse Media Group has completed for the Tasmanian Government Communications Unit.

Examples of recent broader government advertising (not booked by the Government Media Office) completed by Pulse Media Group include:

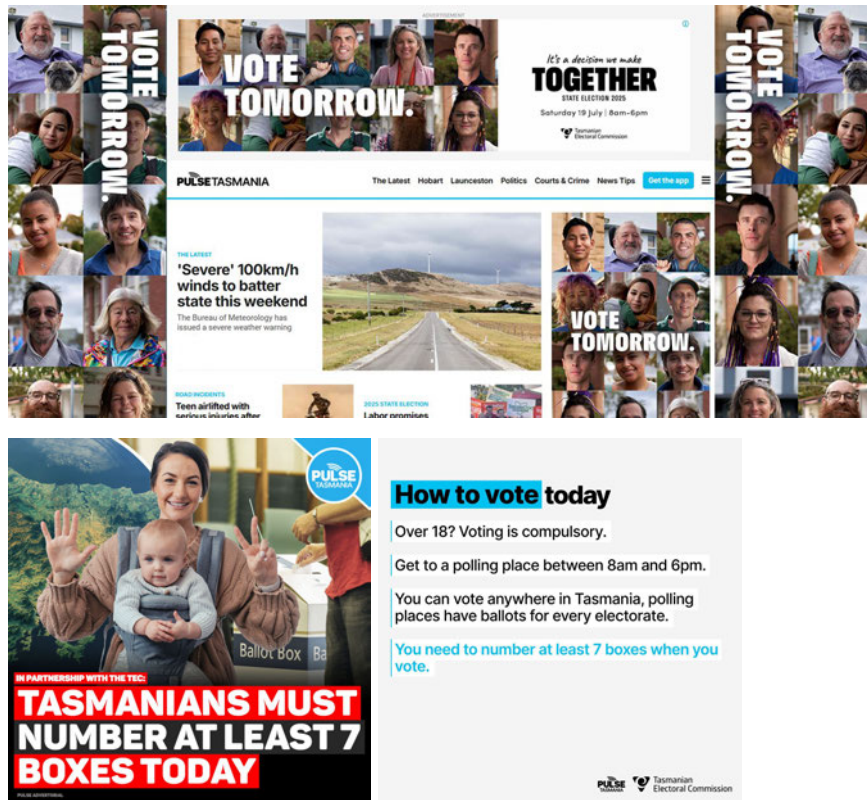
- **State Growth - Eat Local Stay Local Vouchers - Social Advertorial**



- **Recycle Rewards - Recycling Milestones - Social Advertorial and Display**

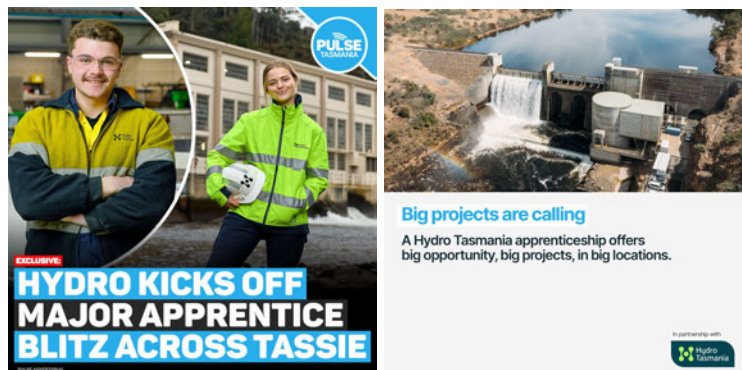


- **Tasmanian Electoral Commission - Polling Day awareness / how to vote - Social Advertorial and Display**



The image shows a screenshot of the Pulse Tasmania website. At the top, there are several banners with the text 'VOTE TOMORROW.' featuring various people's faces. Below these, the website header includes the Pulse Tasmania logo and navigation links. The main content area features a large article titled 'Severe' 100km/h winds to batter state this weekend, with a sub-headline 'The Bureau of Meteorology has issued a severe weather warning.' and an image of a road with wind turbines. To the right, there is a 'How to vote today' infographic. The infographic includes the following text: 'Over 18? Voting is compulsory.', 'Get to a polling place between 8am and 6pm.', 'You can vote anywhere in Tasmania, polling places have ballots for every electorate.', and 'You need to number at least 7 boxes when you vote.' The infographic also features the Pulse Tasmania logo and the Tasmanian Electoral Commission logo.

- **Hydro Tasmania - Apprentice Recruitment - Social Advertorial**



The image shows a screenshot of the Pulse Tasmania website. On the left, there is a large article titled 'HYDRO KICKS OFF MAJOR APPRENTICE BLITZ ACROSS TASSIE' with a sub-headline 'EXCLUSIVE:'. The article features a photo of two young men in high-visibility work clothes. To the right, there is a 'Big projects are calling' infographic. The infographic includes the following text: 'A Hydro Tasmania apprenticeship offers big opportunity, big projects, in big locations.' and features the Pulse Tasmania logo and the Hydro Tasmania logo.

- **TasAlert - App awareness campaign - Social Advertorial and Display**



- **State Growth - Mountain Review - Display**



In the above, Display refers to various display advertising products across Pulse Tasmania's website and app, including takeovers and run-of-site placements.

Please let me know if the Committee requires any further information regarding the above.

Yours sincerely,

Josh Agnew

Managing Director, Pulse Media Group

