

# Action, Not Ads

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### Restoring transparency and accountability to government advertising.

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The Liberals will restore transparency and accountability to government advertising, ensuring taxpayer funds are used on campaigns which focused purely on matters relating to public interest.

If elected, we will halve government spend on advertising, only focusing on communicating the information that matters to people.

Under Labor, government advertising is expected to reach \$200 million. This represents an increase of \$60 million of what the former government spent - which was high at the time due to COVID messaging.

We believe that government should only communicate on the issues in the public interest, not to use taxpayer funds to boast their own agenda and policies.

We will also take the politics out of advertising, by removing political appointments to the government's advertising committee, while also amending the marketing guidelines to ensure it better reflects the nature of government advertising.

We understand regional media is vital for reaching communities and delivering important government information. We are committed to ensuring no decrease in government advertising spend to regional media.

This is part of our plan for a more affordable South Australia.