

INQUIRY INTO PUBLIC FUNDING OF ELECTION CAMPAIGNS

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From: Anne Jones
To: "electoralmatters.committee@parliament.nsw.gov...."
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Subject: Supplementary submission from ASH Australia

Dear Committee members

I would like to clarify two points that were raised by committee members with our Communications Officer Stafford Sanders on 2nd February 2009 as I was overseas for work.

1. The Hon Diane Beamer sought additional comments from us on the independent monitoring of advertising campaigns to ensure public money was spent on a reasonable purpose. Our position is that public health campaigns should be exempt from any blanket ban as is currently the case as outlined in the government advertising guidelines on advertising at <http://www.services.nsw.gov.au/advertising/pdf/NSWGovernmentAdvertisingGuidelines.pdf>
2. Mr Coombs sought additional comments on what the public response might be if under a new model, public funding was made available for financing elections. As recommended in our written submission, capping both donations and expenditure would satisfy the public that only a reasonable amount of public money would be allocated to finance elections. Determining what is a reasonable amount could be identified by assessing past election costs and seeking some public approval of a "reasonable" amount. We are sure that polls would confirm that most people do not appreciate long drawn out, expensive elections when there is much work to be done by government.

Sincerely

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