

**RE: relationship with Pulse Media Group. [SEC=OFFICIAL]**

From [REDACTED]

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To Right To Information<righttoinformation.SharedMailbox@dpac.tas.gov.au>, Communications@dpac.tas.gov.au

CC Right To Information<righttoinformation.SharedMailbox@dpac.tas.gov.au>, Pulse Tasmania<tasmania@pulsemg.com.au>

Date Wednesday, November 26th, 2025 at 10:04 AM

Sorry, I'll make a correction that the documents existed while our conversation was still active. I will acknowledge that they seemingly didn't exist upon my initial request. To my mind this alters nothing of your opacity in the this situation.

[REDACTED]

On Wednesday, November 26th, 2025 at 9:24 AM, [REDACTED]

Hi [REDACTED]

If emailing you meant a dead end on my legal right to view documents that I now know existed, who should I contact in future to get access to such documents as the one released today.

I will note again that if my query was provided to the wrong place you made no effort to inform me of that, and instead spun my question to suit your own convenience.

All I need is to be directed to this channel now so I am informed of the process in future.

If you cannot provide this to me then please hand it to your direct senior.

Many thanks,

[REDACTED]

[REDACTED]

On Tuesday, November 25th, 2025 at 4:06 PM, [REDACTED]

Also to emphasize... I asked for documents and contract etc, not "answers to my questions." Considering meetings had already taken place when I contacted you, I would imagine that this is information that existed. No?

[REDACTED]

On Tuesday, November 25th, 2025 at 4:02 PM, [REDACTED]

Hi [REDACTED]

I didn't ask about Department of Premier and Cabinet, I asked about documents etc concerning links between Pulse and the Tasmanian Government (you know, the one the Premier is the symbolic head of) and YOU shifted focus to DPAC. Why not just provide me with the correct email at that juncture rather than answering a question that wasn't asked? Just because I didn't notice your shift in context away from my question at the time does not mean that you have not been abstruse.

I understand that you will maintain that these errors fall to me, but you are the one who created dead ends.

Many thanks again,

[REDACTED]

[REDACTED]

On Tuesday, November 25th, 2025 at 3:37 PM, Right To Information <righttoinformation.SharedMailbox@dpac.tas.gov.au> wrote:

OFFICIAL

Good afternoon [REDACTED] I refer to my response provided to you below and draw your attention to the fact

that the advice I provided specifically states that the *Department of Premier and Cabinet* has no direct advertising relationship or contract with Pulse Tasmania. The Department and the Premier's office are separate entities as far as information possession is concerned

under Tasmanian legislation such as the *Archives Act 1983* and the *Right to Information Act 2009*.

If you are interested in engagement between the Premier's office and Pulse Tasmania, I can advise that we will soon be releasing information on the [disclosure log](#) in response to a request for information that relates to this matter. I also advise more generally that the *Right to Information Act 2009* does not entitle you to receive

answers to

questions, but instead provides you with a legally enforceable right to access existing information. If you have questions that you wish to receive answers to, I suggest you email our communications team at

[Communications@dpac.tas.gov.au](mailto:Communications@dpac.tas.gov.au) \_\_\_\_\_

Kind regards, [REDACTED] Delegated Right to Information Officer

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**Department of Premier and Cabinet**

Executive Building, Level 7, 15 Murray Street

Hobart, Tasmania 7000 Australia

P: [REDACTED]

'I acknowledge Aboriginal people as the traditional owners of this Land and respect their culture and identity which has been bound up with the Land, Sea, Waterways and Sky for generations.'

OFFICIAL

**From:** [REDACTED]  
**Sent:** Tuesday, 25 November 2025 3:21 PM  
**To:** Right To Information <[righttoinformation.SharedMailbox@dpac.tas.gov.au](mailto:righttoinformation.SharedMailbox@dpac.tas.gov.au)>; Pulse Tasmania <[tasmania@pulsemg.com.au](mailto:tasmania@pulsemg.com.au)>  
**Subject:** RE: relationship with Pulse Media Group.

Hi [REDACTED]

Just wondering if you want to maintain that there is no direct commercial relationship between the premier's office and Pulse Media?

<https://thoughtdigestmedia.news/2025/11/24/controlled-tasmanias-conservative-media-monopoly/>

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Fell free to chime in too, Josh. Would love to know the purpose of these meetings if not business related, especially given you have claimed integrity by stating all dealings are done via a third party as stated in this email thread:

"Our level of our commercial relationship with the state government is consistent with other Tasmanian media outlets, including The Mercury and 7 Tasmania."

Would you now like to provide me with the purpose of the meetings between the Premier and Josh if they did not concern a business relationship? I did ask for this to be clarified last time and was told the that such a relationship did not exist at all.

I'd prefer if this you didn't go down the route of glib avoidance.

Thanks in advance,

[REDACTED]

[REDACTED]

On Tuesday, June 10th, 2025 at 10:02 AM, Right To Information  
<[righttoinformation.SharedMailbox@dpac.tas.gov.au](mailto:righttoinformation.SharedMailbox@dpac.tas.gov.au)> wrote:

Dear [REDACTED] The Department of State Growth is responsible for managing the Small Business Growth Strategy Grant Program.

If you have any questions in relation to that program, I suggest you contact Business Tasmania at [ask@business.tas.gov.au](mailto:ask@business.tas.gov.au)

I reiterate the advice below that the Department of Premier and Cabinet has no direct advertising relationship or contract with Pulse Media Group.

Kind regards, [REDACTED] Delegated Right to Information Officer



**Department of Premier and Cabinet**

Executive Building, Level 7, 15 Murray Street

Hobart, Tasmania 7000 Australia

P: [REDACTED]

E: [righttoinformation@dpac.tas.gov.au](mailto:righttoinformation@dpac.tas.gov.au) | W: [www.dpac.tas.gov.au](http://www.dpac.tas.gov.au)

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'I acknowledge Aboriginal people as the traditional owners of this Land and respect their culture and identity which has been bound up with the Land, Sea, Waterways and Sky for generations.'

You don't often get email from [REDACTED]

Hi [REDACTED]

Many thanks for this.

Just wondering why neither party involved here saw fit to mention the recent grant provided to Pulse by the Premier's office?

[https://www.business.tas.gov.au/\\_\\_data/assets/pdf\\_file/0011/555095/Enabling-Business-Grant-Program-successful-recipients.pdf](https://www.business.tas.gov.au/__data/assets/pdf_file/0011/555095/Enabling-Business-Grant-Program-successful-recipients.pdf)

It's not too much of a worry I suppose, but becomes questionable when a potential bias is not disclosed in relevant reporting.

<https://pulsetasmania.com.au/news/government-reckless-for-giving-small-tasmanian-businesses-1-million-in-grants/>

It's hard not to be cynical here, as it isn't the first or last instance in which Pulse has failed to disclose their commercial affiliations. Perhaps I'm simply out of touch with the current valuation of objectivity.

Warmest Regards

[REDACTED]

[REDACTED]

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Dear [REDACTED]

Thank you for your email.

The Department of Premier and Cabinet has no direct advertising relationship or contract with Pulse Media Group.

The department regularly engages approved panel members to coordinate advertising and marketing campaigns through the Tasmanian Government Marketing and Communications Panel.

Depending on the objectives of the campaign, a panel member may engage media and advertising companies, such as Pulse Media Group, for campaign promotion.

Advertising campaigns and activities play an important part in the government meeting its obligation to ensure accurate and relevant information about its policies, programs and services is disseminated or made available to the public in a timely manner to the Tasmanian community.

Kind regards,

[REDACTED]

Delegated Right to Information Officer



**Department of Premier and Cabinet**

Executive Building, Level 7, 15 Murray Street

Hobart, Tasmania 7000 Australia

P: [REDACTED]

E: [righttoinformation@dpac.tas.gov.au](mailto:righttoinformation@dpac.tas.gov.au) | W: [www.dpac.tas.gov.au](http://www.dpac.tas.gov.au)

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'I acknowledge Aboriginal people as the traditional owners of this Land and respect their culture and identity which has been bound up with the Land, Sea, Waterways and Sky for generations.'

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**From:** [REDACTED]  
**Sent:** Tuesday, 6 May 2025 3:22 PM  
**To:** Right To Information <[rightoinformation.SharedMailbox@dpac.tas.gov.au](mailto:rightoinformation.SharedMailbox@dpac.tas.gov.au)>  
**Cc:** [tasmania@pulsemg.com.au](mailto:tasmania@pulsemg.com.au)  
**Subject:** RE: relationship with Pulse Media Group.

You don't often get email from [REDACTED]

To whom it may concern,

I am emailing to request any and all communications or documents (invoices, quotes, contracts) relating to the relationship between the Tasmanian Government and Pulse Media Group.

<https://pulsemediagroup.com.au/advertise/>

Upon discovering a business relationship via the PMG website I was unable to locate any further public record regarding the relationship between the Government and a company that claims to run an unbiased news outlet: <https://pulsetasmania.com.au/editorial-policy-complaints/>

As PMG have previously been seen to have run many undisclosed advertorials for another of their clients (St.Lukes Health), I believe it is in the public interest for the above to be disclosed.

To note: I have CC'd Pulse Editorial in on this email.

Thank you in advance,

Sincerely,

[REDACTED]

[REDACTED]

the error and to enable arrangements to be made for the destruction of the transmission, or its return at our cost. No liability is accepted for any unauthorised use of the information contained in this transmission.

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**From:** [REDACTED] **Sent:** Saturday, 7 June 2025 2:39 PM **To:** Right To Information <rightoinformation.SharedMailbox@dpac.tas.gov.au> **Cc:** Pulse Tasmania <tasmania@pulsemg.com.au> **Subject:** RE: relationship with Pulse Media Group.

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[REDACTED]

[REDACTED]