



Speech by

Hon. P. BRADDY

MEMBER FOR KEDRON

Hansard 18 November 1998

MINISTERIAL STATEMENT

Breaking the Unemployment Cycle; Advertising Campaign

Hon. P. J. BRADDY (Kedron—ALP) (Minister for Employment, Training and Industrial Relations) (9.46 a.m.), by leave: The Beattie Labor Government is committed to creating jobs in Queensland. As part of that commitment, we will create 24,500 jobs at a cost of \$283m over the next four years through the Breaking the Unemployment Cycle package of initiatives. Honourable members may be aware of an advertising campaign currently running throughout the State and supported by prominent Queenslanders, including Wally Lewis, Vicki Wilson and Noel Pearson.

Launched on 21 October by Premier Beattie, the campaign incorporates television and newspaper advertisements. The first paid television campaign ended on 8 November; however, due to its success and its relevance, the Premier's Department has offered to commit a further \$130,000 to run the advertisements in January/February 1999. In addition, both metropolitan and regional television stations have indicated that they will support a community service campaign early in 1999.

I am pleased to report that the campaign has generated considerable interest and support, with almost 1,000 calls to the 1800 number and 500 hits on the web site during the campaign. Significantly, about 85% of calls to the 1800 number have originated from employers in all parts of the State. 1,325 employers' kits and 597 job seekers' kits have been distributed by mail and Internet.

In addition, the campaign has succeeded in focusing community attention on the need for all sections of the community to look at ways of working with the Government to find jobs for Queenslanders. The campaign has also supported a series of 29 regional forums which are being held around the State. These forums provide an opportunity for local communities to work with the Government on their specific unemployment problems.

The Beattie Labor Government is serious about creating jobs. However we cannot do this in a vacuum. What is required is the input, ideas and enthusiasm of local community members. I believe that this campaign and its supporting forums provide the means to do just that.
