



Speech by

Mr S. SANTORO

MEMBER FOR CLAYFIELD

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Mr SANTORO (Clayfield—LP) (10.14 a.m.): On 26 August the Minister for Employment, Training and Industrial Relations made a scurrilous attack on the effectiveness of the international news magazine, AsiaWeek, in promoting Queensland. If he had done his homework he would have been in possession of the following facts: the Department of Training and Industrial Relations took part most successfully in the Queensland supplement—the second such annual supplement—published in AsiaWeek on 5 December 1997. The department's \$15,200 investment helped secure six pages of positive, factual reporting on Queensland. The supplement, which internationally positioned Queensland as a great place in which to do business, was distributed to half a million influential readers throughout Asia.

Through AsiaWeek's reader response program, the department's advertisement attracted 114 solid business leads, representing 55.3% of the total 206 responses to the supplement. Those responses came from Malaysia, Indonesia, Singapore, Hong Kong, Taiwan and the Philippines. They came from a cross-section of industry sectors including service, manufacturing, import and export, engineering, construction, banking and finance, and retail and wholesale. Instead of carping and trying to score divisive political points, the Minister should acknowledge the success of the department's investment in Queensland's future and of AsiaWeek as a vehicle of international business promotion.

As part of the arrangement with AsiaWeek, the department received 500 run-ons of the Queensland supplement. It seems to me and I noted with interest that, according to the Courier-Mail of 28 August, the Premier made use of those on his recent Asia visit. I commend the Premier. Leaders who take sensible measures to promote their State deserve to be congratulated, not criticised.

I understand that AsiaWeek plans to publish a 1998 Queensland supplement, its third such annual promotion of our State. I recommend the project to both the Government and the private sector.