



Speech by

Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

Hansard 28 April 2004

MINISTERIAL STATEMENT

State Government Job Advertisements

Hon. P. D. BEATTIE (Brisbane Central—ALP) (Premier and Minister for Trade) (9.43 a.m.): I am delighted to inform the House that regular readers of the recruitment section in Saturday's *Courier-Mail* may have noticed a change. Readers will be familiar with the Queensland government Careers in Government section which runs as a composite advertisement because it is more cost effective than individual ads. Since 10 April, the state government section has been halved in size—not because we are advertising fewer jobs, quite the contrary, but because we have changed the format.

For example, on 28 February the government composite in the *Courier-Mail* comprised 49 entries covering two full pages. By contrast, last Saturday's government section comprised 38 entries for 54 jobs and occupied a single page. We have also reduced the size of our composite recruitment ad in the *Weekend Australian*. Despite the reduction in column centimetres, we are continuing to give ample information about positions vacant by promoting the government's jobs online web site. It is an important web site that we will be hearing more about in the future. We also publish contact phone numbers for jobseekers who do not have Internet access.

This is about the prudent use of the advertising dollar. It is in line with job placement trends worldwide—and the taxpayer wins. We are looking at an estimated saving of up to \$665,000 in the first year alone. That is a 22 per cent saving on recruitment advertising, based on figures from 2002—when we spent approximately \$1.33 million on composite recruitment ads in the *Courier-Mail* and the *Weekend Australian*.

About half of non-campaign print advertising dollars are invested in the very necessary area of recruitment. So this cost-cutting measure has a real impact. I am always on the lookout for ways of getting more for our advertising dollars. The government will continue exploring ways of using the web and other technologies as advertising vehicles, so we get the best bang out of the advertising dollar. I expect that the community would demand nothing less of the government in terms of not only achieving accountability but also getting good results for its advertising dollar.