




Speech By
Lance McCallum

MEMBER FOR BUNDAMBA

Record of Proceedings, 1 September 2021

MOTION

Palaszczuk Labor Government, Ipsos Polling Data; Order to Table Documents

 **Mr McCALLUM** (Bundamba—ALP) (5.35 pm): I rise to speak against the motion. The motion is a farce. It is a sham. It is nothing more than pointless political grandstanding that attempts to undermine Queensland's world-leading response to the COVID pandemic. These unprecedented times have meant that governments of all levels have had to work with Queensland and Australian communities in ways that have never been contemplated or done before. Strong action based on expert medical advice, although unimaginable only a few short years ago, has become essential to protect the lives and jobs of Queenslanders from the worst effects of the global pandemic.

Mr Millar interjected.

Mr DEPUTY SPEAKER (Mr Kelly): Pause the clock. Member for Gregory, you are on a warning.

Mr McCALLUM: Properly communicating these important public health messages in the constantly shifting climate of this pandemic has been a key part of our success in tackling this virus so far. All governments around Australia, including the Commonwealth, have conducted research to ensure effective communication, particularly during the COVID-19 global pandemic. The market research is used to shape the language to target key audiences, identify where audiences access information and determine the public's responsiveness to COVID health messages.

Mr Millar interjected.

Mr DEPUTY SPEAKER: Pause the clock. Member for Gregory, you can leave the chamber for an hour. You continued to be disorderly after I issued you with a warning.

Whereupon the honourable member for Gregory withdrew from the chamber at 5.37 pm.

Mr McCALLUM: The Commonwealth government itself engages Ipsos to conduct millions of dollars worth of research each and every year. On 26 October last year an article published in the *Guardian* made it clear the federal government is spending \$135 million on COVID messaging. Also last year it was revealed that \$5 million in taxpayer funds were provided to Liberal Party pollster Crosby Textor to conduct research. That was referred to specifically and explicitly by the member for Aspley and also by the member for Capalaba.

Separate to that, however, and this is from the same article that the member for Aspley was referring to, officials confirmed a separate trove of market research about the coronavirus undertaken by Resolve Strategic, Jim Reed's current firm—same pollster, different firm—under a contract worth \$541,750. This is on top of the other \$500,000 research which had also gone to the Prime Minister's office. The article states—

Treasury officials told Monday's estimates hearing the market research was 'not political' and that all major government advertising campaigns were required to be accompanied by market research.

It is a requirement of their federal counterpart's government. That same second firm was first engaged by the Prime Minister's department and then by Treasury on recommendation from the Department of the Prime Minister and Cabinet to conduct research about community and business attitudes to the pandemic and the government's response. I table the article.

Tabled paper: Article from the *Guardian*, dated 26 October 2020, titled '\$1.1m of public money used to fund Liberal-linked market research sent to PM'S office' [1318](#).

Rather than misrepresent legitimate market research in the middle of a health pandemic for a government that has helped to keep Queenslanders safe, why don't we actually talk about some official polling? The latest Newspoll figures make very interesting reading. The federal LNP's approval has plunged below that of Labor. According to the latest poll, the LNP primary vote has fallen to 36 per cent. That is the LNP's lowest result since March 2019 and is more than two points below its 2019 election result. Meanwhile, support for Labor jumped to 40 per cent.

It is clear that this is a result of anger towards the federal government's failure on international arrivals, quarantine and the lack of vaccine supply in the lead-up to the spread of the delta variant, which has our two most populous states currently in lockdown. In contrast, here in Queensland our economy remains open, our communities are enjoying the welcome return of things such as sport events, school awards and celebrations, and we have dancing back. It is no wonder then that the most recent official public poll in Queensland, the Stretton by-election, reconfirmed the community's overwhelming support—

(Time expired)