

Question on Notice

No. 953

Asked on 1 September 2021

MR R MOLHOEK ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

QUESTION:

Will the Minister provide the 2020-21 separate costs for Cross River Rail social media advertising and the billboard advertising at The Gabba?

ANSWER:

I thank the Member for Southport for the question.

Cross River Rail is a transformational transport project, and the Cross River Rail Delivery Authority (the Delivery Authority) is responsible for ensuring the community is informed about the project's progress, particularly in relation to unavoidable construction impacts. The project will benefit Gold Coast residents who commute to the CBD and the Gabba Cricket Ground with a more direct route, cutting travel times as well as providing three new Gold Coast stations at Pimpama, Hope Island and Merrimac.

Given the scale of construction, the Delivery Authority uses a wide range of communication channels to ensure project information about impacts reaches as many people as possible.

Social media is one of those channels, and the estimated actual spend on social media advertising for 2020–21 was \$105,159 (including GST), which includes activity across LinkedIn, Facebook, Twitter, and Instagram.

The Delivery Authority has arrangements in place with Stadiums Queensland for a branded presence at The Gabba at nil cost. The Delivery Authority has not invested in billboard advertising.