

Question on Notice

No. 869

Asked on 18 August 2004

MR SPRINGBORG asked the Deputy Premier, Treasurer and Minister for Sport (Mr MACKENROTH) –

QUESTION:

With reference to his role as Shareholding Minister of Energex and to any surveys conducted by or for Energex relating to community opinion of corporate support and sponsorship programs within the past two financial years and for the year to date–

- (1) What were the terms of reference for the survey and the total cost to date of conducting the survey?
- (2) On what date was the survey conducted and what was the total sample size?
- (3) Will he provide a list of all questions asked to respondents whilst conducting the survey?
- (4) Will he provide an outline of all preliminary or finalised survey findings?

ANSWER:

ENERGEX's marketing and communication expenditure can be broken into activities undertaken by each of the two companies represented by the ENERGEX brand – ENERGEX Limited and ENERGEX Retail Pty Ltd.

All marketing and communication carried out by ENERGEX Limited is designed to demonstrate the Corporation's commitment to the South East Queensland community as well as ensuring customers are aware of safety issues associated with ENERGEX's products.

ENERGEX Retail's activities are primarily focused on selling products in South East Queensland as well as the national electricity and gas markets.

All of ENERGEX's major sponsorships are measured against a set of 18 brand attributes which the Corporations promote as part of building a total brand identity. The effectiveness of each sponsorship is measured by the Corporations' performance against a nominated attribute/s. Similarly, advertising is measured against either awareness targets, consideration targets (products), sales enquiries or directly by sales.

The details of regular surveys including the cost, questions asked and their outcomes are commercially sensitive and cannot be released. However, it should be noted that survey services are subject to competitive tender ensuring that costs are competitive with such services available to the general business community.