

Question on Notice
No. 1007
Asked on 7 June 2006

MR QUINN asked the Premier (MR BEATTIE)—

QUESTION:

For 2001-02, 2002-03, 2003-04, 2004-05 and 2005-06, will he detail all Department of Premier and Cabinet advertising campaigns and promotional material broken down by (a) the name of the advertising campaign/promotional material, (b) media publications in which it appears, (c) the dates and the advertising campaign/promotional material appeared in the media and (d) total cost of the advertising campaign/promotional material?

ANSWER:

The Department of the Premier and Cabinet undertakes a range of advertising activity for promotion of government initiatives, events and awards, business attraction and public information.

As I have previously compared, the former Borbidge National Party Government authorised the department to spend \$2.34 million in the 1997-98 financial year on promotional advertising campaigns. This expenditure included \$1.8 million for the placement of advertisements and \$0.54 million in production costs.

Expenditure by the Office of the Leader of the Opposition on advertising for the same period over the financial years of 2001-02 to 2005-06 was \$120,731.

Also by way of comparison, recently the Federal Government has spent approximately \$41 million in advertising and associated printing and distributing costs for its industrial relations advertising campaign in the 2005-06 financial year.

To collect and collate all the information requested on every promotional and advertising campaign by my department for the financial years of 2001-02 to 2005-06 would require a vast amount of work, diverting officers and funding away from the provision of essential services. If the member cares to ask for the costs of specific promotional and advertising campaigns, I would be more than happy to provide the information. However, I have previously provided to the Parliament specific details of some campaigns.

Details provided in the tables listed below cover the financial years from 2001-02 to 2005-06 on the advertising activity, the publication types which includes press, television, radio and miscellaneous (outdoor advertising, internet and transport advertising space) and total costs.

The Queensland Government has implemented whole of Government contract arrangements in media placement that produce value-for-money i.e. significant rate advantages by aggregating all departmental advertising expenditure, preferential positioning in the media and community service announcements. Rebates may be paid under these arrangements. Rebates from the 2003-04 financial year onwards have generally been costed to individual items.

2001-02 Financial Year

Name	Publication Type	Total Cost (excludes GST)
Community Cabinet Notices	Press	16,101
CHOGM 2001	Radio	12,663
Goodwill Games	Press Misc	103,987
Name the Bridge Competition	Press	5,329
Air Show/Queensland Transport	Press	1,491
Multi-Faith Gathering	Press	3,912
State Funeral Notice – William Gunn	Press	2,198
State Funeral Notice – Sir William Knox	Press	2,064
Corporate –Choice for World Business	Press	32,330
Literary Awards	Press	19,954
Footbridge Opening	Press Radio	32,042
Biotech Feature	Press	10,158
A lot happening in Mackay	Press	1,508
Investing in North Queensland's Healthy Future	Press	1,839
Congratulations Cairns	Press	1,940
New Zealand Campaign	Press	7,170
Business Attraction	Press	71,600
Business Attraction-Smart State	Press	2,040
Smart State	Press	11,000
Royal Visit	Press	14,461
CHOGM 2002	Press	87,180
Education Reforms	Press	49,899
Corporate Business Attraction	Press	2,300
Townsville Rugby World Cup	Press	2,052
Proudly Queensland	Press	13,800
Rugby World Cup	Press	3,362
Production and Dispatch Costs		29,892
Media Rebates		-50,347
TOTAL		491,925

2002-03 Financial Year

The production and dispatch costs for the 2002-03 financial year were included in the total cost of each item.

Name	Publication Type	Total Cost (excludes GST)
Rugby World Cup	Press Misc	37,137
RNA Show – Ekka 2002	Press	17,851
Townsville Parliament	Misc	2,174
Announcement of the Premier's Literary Awards	Press	47,405
Central Queensland on the Move	Press	4,474

Premier's Christmas Concerts	Press	2,278
Millmerran Power Plan Opens	Press	2,333
Australia Day 2003	Misc	65,693
International Women's Day	Misc	10,962
Gold Coast Fire Station Opening	Press	4,396
Careers and Employment Expo-promo of Queensland Government Display	Press	4,031
Cairns Esplanade Opening	Press	2,079
F-111 Thirteenth Anniversary	Press	1,081
Launch of the Premier's Literary Awards	Press	16,117
Queensland Week	Press	75,107
Queensland Greats	Press	11,313
Reconciliation Awards	Press	5,933
Business Attraction-Queensland Winning Business	Press	28,927
Business Attraction-Perfect Business Climate	Press	30,652
Arab Emirates Trade Mission	Press	8,196
New Zealand Trade Mission	Press	2,104
Premier's USA Trade Mission	Press	8,075
Ministerial Regional Community Forums	Press	18,652
Community Cabinet Notices	Press	25,174
Public & Information Notices and Tenders	Press	8,909
Premier's Awards for Excellence	Press	3,500
State Funeral-Eric Abraham	Press	5,223
Crime and Violence Prevention Awards	Press	2,433
Public Liability Insurance	Press	38,383
We Value our Police	Press	39,427
Education and Training Reforms	Press	6,634
National Drought Appeal	Press	4,750
Anti-discrimination Laws	Press	31,138
Biotechnology	Press	1,667
Smart State Smart Stories	Radio	34,892
Department of Employment and Training Apprenticeship Campaign	TV (DPC contribution)	90,841
Queensland Education and Training	Press	2,911
Queensland Food	Press	2,140
University of Queensland Bioscience Precinct	Press	38,132
Reef Water Quality	Press	1,303
Media Rebates		-222,135
TOTAL		522,292

2003-04 Financial Year

Name	Publication Type	Total Cost (excludes GST)
Rugby World Cup 2003	Press Radio Misc	353,762
Telco	Press	10,238
Working with Children	Press	11,060
RNA Show – Ekka 2003	Press	10,304
Mt Isa Heritage Trails	Press	864
Healthcare Funding	Press Radio	90,749
Premier's Literary Awards	Press	61,260
Queensland Promotion	Press	79,804
TAB and UniTAB	Press	29,427
Health Care Programs	Press	14,824
Biotechnology	Press	8,970
2003 Schoolies	Press	15,720
Education Queensland Teacher Recruitment	TV	22,727
Premier's Christmas Concerts	Press	2,405
Australia Day 2004	Press	16,512
Queensland Government Graduate Recruitment	Press	5,147
Queensland Week	Press	24,714
Breaking the Unemployment Cycle	Radio	90,909
Study Queensland – QETI	Press	20,499
Community Cabinet Meetings	Press	16,312
Regional Community forums	Press	13,794
Other: public, information and state funeral notices, road closures and tenders	Press Radio	22,153
Production and Dispatch Costs		24,789
Media Rebates		-43,410
TOTAL		903,533

2004-05 Financial Year

Name	Publication Type	Total Cost (excludes GST)
Aichi Expo	Press	14,576
Australia Day 2005	Press	8,526
Aviation and Aerospace	Press	3,061
Biotechnology	Press	18,704
Community Cabinet	Press	26,737
Health Care Funding	Press	19,355
Infrastructure	Press	117,841
International Trade and Investment	Press	102,463
Multicultural Affairs Queensland	Press Misc	79,510
Premier's Christmas Concerts	Press	1,689
Premier's Literary Awards	Press	46,238

Queensland Government Graduate and Careers Program	Press	5,717
Queensland Promotion	Press	84,031
Queensland Week	Press	6,043
Reconciliation Awards	Press Radio	21,178
RNA Show – Ekka 2004	Press	10,581
Smart State Strategy	Press Radio TV	396,539
Smithsonian Fellowships	Press	3,101
Study Queensland – QETI	Press	68,617
Tourism Queensland	Press	4,630
Other: public, information and state funeral notices, road closures and tenders	Press	9,190
Production and Dispatch Costs		32,402
Media Rebates		-907
TOTAL		1,079,822

2005-06 Financial Year

Name	Publication Type	Total Cost (excludes GST)
1 in 4 million	Press	176,331
2005 Literary Awards	Press	47,499
Australian South Sea Islander Scholarships	Press	5,386
Business Attraction	Press	63,686
Christmas Concerts	Press	4,280
Community Cabinet	Radio	22,514
Cyclone Larry	Press	48,647
Export Awards	Press	40,396
Health Mini-Budget	Press TV	368,359
Health Reform	Press Radio TV	1,260,987
Ideas Festival	Press	17,152
It's Happening Brisbane	Press	4,630
Industrial Relations	Press	535
Infrastructure	Press	5,258
Multicultural Initiatives	Press	300
Multicultural Festival	Press Radio	76,064
Multicultural Photographic Awards	Press	15,400
Multicultural Service Awards	Press	15,818
Obesity Summit	Press	5,150
Queen's Baton Relay	Press	2,995
Queensland Government Recruitment Advertising Strategy	Press Radio /Misc	42,259

Reconciliation Awards	Press Radio	12,380
Regional Parliament	Press	12,671
RNA Show – Ekka 2005	Press	11,441
Smithsonian Fellowships	Press	2,194
Study Queensland	Press	26,405
Water Reform	Press	Not yet available
Production and Dispatch Costs		437,382
Media Rebates		-3,703
TOTAL		2,722,416