

QUESTION ON NOTICE

No. 1332

asked on Tuesday, 31 October 2006

MR SPRINGBORG ASKED THE MINISTER FOR NATURAL RESOURCES AND WATER (MR SHINE)—

QUESTION:

Will he provide a month-by-month breakdown of what his department has spent, since May 2006, on (a) newspaper advertising related to water, (b) radio advertising related to water and (c) television advertising related to water?

ANSWER:

The Department of Natural Resources and Water has a legislative responsibility to provide the general public with water-related information regarding statutory notifications to prepare or amend water resource plans and resource operations plans, and information on government services and assistance.

The figures below detail expenditure (GST inclusive) since May, 2006, on newspaper, radio and television advertising, relating to water.

Of this expenditure, \$817,776.06 relates to promoting awareness of the Home WaterWise Rebate Scheme and Home WaterWise Service. These initiatives were introduced to help ease the current water crisis in South East Queensland through water saving measures.

This advertising has resulted in an overwhelming response from the residents of South East Queensland wishing to take advantage of these water saving initiatives.

(a) Newspaper

May	\$48,058.74
June	\$48,154.92
July	\$144,160.12
August	\$140,582.80
September	\$21,688.94
October	\$16,898.16

(b) Radio

May	Nil
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June	\$30,844.58
July	\$12,896.14
August	\$35,399.32
September	Nil
October	Nil

(c) Television

May	Nil
June	\$229,634.17
July	\$161,952.01
August	\$158,853.95
September	Nil
October	Nil