

Question on Notice

No. 664

Asked on 9 May 2006

MR CALTABIANO asked the Minister for Transport and Main Roads (MR LUCAS)—

QUESTION:

What is the total expenditure on advertising in each of the following categories: (a) television, (b) radio and (c) newspapers; for each of the years (reported separately) 1998 to 2006 (part) for each of the following areas of responsibility (i) Queensland Transport, (ii) Queensland Rail, (iii) Main Roads and (iv) all other portfolio areas?

ANSWER:

I thank the Honorable Member for his question-

I am advised that to provide the level of detail the Honourable Member has requested would prove extremely difficult as well as time intensive, for departmental staff. This would be an abuse of the system of Questions on Notice.

The Transport portfolio is large and diverse and affects the business and lives of every Queenslanders. Therefore, advertising is an extremely important medium for making information accessible across the state and across communities. Advertising is used for a wide range of business, such as road closures, maritime messages and public notices to major education campaigns which address important community issues such as road and rail safety.

Recent examples include the “Enough is Enough” campaign, the Transport Security Awareness Advertising and Safety Around Roadworks Campaign by Main Roads Department.

However, in regard to the year to date figures the Honourable Member is welcome to ask a further question about this financial year after June 30.

The information has been broken into two categories which are “general” advertising and “staff recruitment” advertising, as these categories cover very different areas.

“Advertising Expenditure – Recruitment”, includes all advertising costs relating to recruitment including advertising in the press for vacant departmental positions and in the Government Gazette.

“Advertising Expenditure – General” includes any charge for television, newspaper, radio, billboard or other advertising not related to staff recruitment, such as public notices and major campaigns.

The Transport portfolio has provided the following information on advertising expenditure.

Queensland Transport

For the years 1998 – 2005 for recruitment advertising expenditure, the total amounts are \$152,717; \$167,075; \$122,499; \$133,955; \$139,215; \$178,875; \$197,731.

This compares with amounts of \$103,003 in 1996/1997 and \$137,199 in 1997/1998.

For the years 1998 – 2005 for general advertising expenditure, the total amounts are \$3,786,577; \$6,886,193; \$2,720,175; \$9,702,791; \$5,114,693; \$5,805,957; \$6,385,764.

This compares with amounts of \$4,081,756 in 1996/1997 and \$3,518,149 in 1997/1998.

Main Roads

For the years 1998 – 2005 for recruitment advertising expenditure, the total amounts are \$234,673; \$352,122; \$260,163; \$236,773; \$195,798; \$179,267; \$325,760.

This compares with amounts of \$157,685 in 1996/1997 and \$235,557 in 1997/1998.

I am advised that Main Roads recent increased recruitment expenditure is targeted at attracting key professional and technical staff to deliver the vastly increased infrastructure program.

For the years 1998 – 2005 for general advertising expenditure, the total amounts are \$877,321; \$722,991; \$507,471; \$591,430; \$533,999; \$450,236; \$612,845.

This compares with amounts of \$334,091 in 1996/1997 and \$524,401 in 1997/1998.

Port Authorities

The Advertising expenditure for the Port Authorities, (Cairns Port Authority, Mackay Port Authority, Ports Corporation Queensland, Townsville Port Authority, Bundaberg Port Authority, Central Queensland Port Authority and the Port of Brisbane Corporation (PBC)) is as follows:-

For the years 1998 – 2005 for recruitment advertising expenditure, the total amounts are \$22,340; \$49,067; \$53,298; \$69,039; \$95,703; \$83,757; \$177,000.

For the years 1998 – 2005 for general advertising expenditure, the total amounts are \$268,190; \$547,606; \$615,556; \$766,326; \$547,138; \$762,089; \$558,370.

Queensland Rail

For Queensland Rail (QR) amounts for Advertising and Marketing Expenditure have been provided since 2000/01.

For the years 2000 – 2005 for recruitment advertising expenditure#, the total amounts are \$228,000; \$159,000; \$157,000; \$499,000; \$362,000.

For the years 2000 – 2005 for general advertising expenditure*, the total amounts are \$8,199,000; \$6,851,000; \$7,398,000; \$7,565,000; \$7,087,000.

Estimate of recruitment spending includes both creative and media placement costs.

** QR's advertising and marketing expenses may also include some other promotional items in addition to advertising expenses. This is particularly the case with the corporate expenses, which also include costs pertaining to events, graphic design services, market research, media monitoring and annual report expenses to name just a few.*