

Question on Notice
No. 828
Asked on 24 May 2006

MR QUINN asked the Minister for Health (MR ROBERTSON)—

QUESTION:

For 2001-02, 2002-03, 2003-04, 2004-05 and 2005-06 (year to date), will he detail all Queensland Health 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 that the advertising campaign/promotional material appeared in the media and (d) total cost of the advertising campaign/promotional material?

ANSWER:

Information regarding advertising is not collected centrally. Queensland Health advertising is undertaken by the department's 37 health service districts as well as other program areas. While some districts could provide the information, others advised they could not complete the task in the timeframe provided. Furthermore, Public Affairs records for the 2003-2005 period are limited.

For this reason, it is difficult to identify an exact total in relation to the information sought by the Member. However, I have been advised that from information available the table below provides the best available data on recruitment and campaign advertising costs for the years in question:

Years	Amount
2001-2002	\$4,027,709
2002-2003	\$4,109,721
July 2003-March 2004	*
1 April 2004-30 April 2006	\$8,318,213 #

* No accurate data available as previous and other advertising agencies that Queensland Health dealt with from July 2003 – March 2004 were unable to supply any information.

TMP was appointed on 1 April 2004 as the whole-of-government advertising agency. TMP advised it was not possible to break the advertising information supplied into two financial years as requested.

Some examples of expenditure in this amount includes:

- statewide public health campaigns, including Go for 2 & 5 (nutrition) and anti-smoking awareness;
- recruitment activities for doctors and nurses etc;
- other important community awareness campaigns such as Young Women and Smoking, Young Women and Alcohol, Stroke Safety and Child Safety.