

Question on Notice
No 923
Asked on 26 May 2006

MR QUINN asked the Minister for Transport and Main Roads (MR LUCAS) –

QUESTION:

For 2001-02, 2002-03, 2003-04, 2004-05 and 2005-06 (year to date) will he detail all Department of Transport and Main Roads 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:

I thank the Honourable Member for his question.

The portfolio undertakes advertising and promotional activity to provide key information to the community, such as information on its products and services including marine and road safety, public transport initiatives to name a few. The departments advise that when planning an advertising campaign, robust research findings are used to determine the audiences being targeted for the specific message (product/service), and liaison is undertaken with the media agency to provide a media strategy to best deliver this message to key audiences.

The publications selected for any advertising campaigns are to inform or educate the public or generate positive attitudinal or behavioural changes in the public, in relation to the services, activities, projects, laws or policies of the department. For those messages requiring exposure to a larger audience a wider range of regional papers and city dailies are selected in addition to targeted publications. Campaign advertising does not include public notices, tender advertisements, road closure advice, or other one-off operational advertisements.

I am advised that due to the multi-faceted and onerous nature of the question and the time involved for departmental staff in responding to this Question on Notice, and the fact that many of the historical documents required to source this data have been archived, information across all the years requested is not accessible, and that some figures are estimates based on the information available.

The Department advises that the following items of expenditure have been incurred for amounts equal to or above \$5,000 in any one year period. The portfolio uses Mediacom and TMP Worldwide for media planning and buying. These organisations are the preferred media agencies of the state government for both campaign and non-campaign advertising. The honourable member is welcome to request information on 2005/06 activities at the conclusion of the financial year.

Campaign Name	Media Publications	2001-02	2002-03	2003-04	2004-05
Lifejacket Lifesaver	Courier Mail Sunshine Coast Daily VMR newsletter Qld yachting quarterly	\$5, 410 Jul- Jun			
Don't Dump. Sewage does damage	Gold Coast Bulletin Courier Mail Sunshine Coast Daily Noosa News Gympie Times Fraser Coast Chronicle Bundaberg News Mail Gladstone Observer Rockhampton Morning Bulletin Mackay Daily Mercury Townsville Bulletin Cairns Post Queensland Fishing Monthly Bush n Beach Fishing Fish & Boat Let's Go Fishing			\$33, 310 Nov-Jan Apr-May	
Safety regulation changes (Regulatory Impact Statement activity for consultation)	Gold Coast Bulletin Courier Mail Sunshine Coast Daily Noosa News Gympie Times Fraser Coast Chronicle Bundaberg News Mail Gladstone Observer Rockhampton Morning			\$11,434 July	

	Bulletin Mackay Daily Mercury Townsville Bulletin Cairns Post				
Safety regulation changes 2004	Gold Coast Bulletin Courier Mail Sunshine Coast Daily Noosa News Gympie Times Fraser Coast Chronicle Bundaberg News Mail Gladstone Observer Rockhampton Morning Bulletin Mackay Daily Mercury Townsville Bulletin Cairns Post Queensland Fishing Monthly Bush n Beach Fishing Fish & Boat Let's Go Fishing				\$5,162 Dec
Sewage legislation changes public education	Gold Coast Bulletin Sunshine Coast Daily Noosa News Fraser Coast Chronicle Bundaberg News Mail Rockhampton Morning Bulletin Mackay Daily Mercury Whitsunday Times Townsville Bulletin Cairns Post Queensland Fishing				\$7,235 Oct

	Monthly Bush n Beach Fishing Fish & Boat Let's Go Fishing				
Trade campaign - press	Aust Financial Review	\$84,477 Aug - Apr	\$26,723 Aug - Apr	\$10,012 Aug - Sept	
	Lloyds List DCN	\$5,859 Aug - Jun	\$5,859 Aug - Apr		
	Qld Country Life	\$8,036 Aug-Apr			
	First Charlton Communication	\$5,500 Oct			
Visitors Centre – press	Brisbane Marketing Visitors Guide, brochure and convention planner				\$5,536
	Eye on Brisbane				\$7,645 Sept-Jun
Corporate – press	Port Tidings column: Wynnum Herald City North News Redcliffe & Bayside Herald		\$14,000 11 months excl. Jan	\$15,200 11 months excl. Jan	\$15,200 11 months excl. Jan
General advertising in the Observer	The Observer	\$6,437	\$8,476	\$15,355	\$15,666
Port Open Day	The Observer	\$5,000 Aug		\$6,624 Jul-Nov	

Congratulations Ads	Cairns Post	\$12,412	\$23,771	\$11,224	
TransLink "Easy to Catch"- integrated ticketing	Courier Mail Sunday Mail Gold Coast Bulletin Sunshine Coast Daily All Quest publications Other SEQ independents Street press- Rave Tourist publications				\$862,995.43 Jun-Aug
Christmas and NYE public transport services	Courier Mail Sunday Mail Gold Coast Bulletin Sunshine Coast Daily All Quest publications Other SEQ independents				\$64,602.15 Dec-Jan
Olympic Games road safety: this campaign promoted pedestrian safety and the Fatal 4.	Outdoor Advertising Airport Advertising Boomgate Advertising Truck Panel Advertising Convenience Advertising Metrolite Press: Aussie Holiday Makers Guide, and tourist magazines (<i>This week in Brisbane, Point Out, Your Guide – Brisbane SEQ, Destination Cairns, The Townsville Magazine</i>)	\$250,000* Aug-Jan			
Unregistered Vehicles	Press:	\$304,000 for			

run in conjunction with illegible plates which encouraged motorists to register their vehicles and ensure number plates were visible. Illegible Plates	Sunday Mail, Courier Mail, Cairns Post, Fraser Coast Chronicle, Gladstone Observer, Gold Coast Bulletin, Gympie Times, Ipswich QLD Times, Mackay Daily Mercury, Mt. Isa NW Star, Rockhampton Morning Bulletin, Sunshine Coast Daily, Toowoomba Chronicle, Townsville Bulletin, Warwick Daily News	both campaigns* Jun-Jul			
Older Pedestrians - provided older pedestrians with tips on how to get across the road safely.	Press: 50 Something, The Australian Senior, Sunday Mail, Bundaberg News Mail, Cairns Post, Fraser Coast Chronicle, Gladstone Observer, Gold Coast Bulletin, Gympie Times, Queensland Times, Mackay Daily Mercury, Mt Isa North West Star, Rockhampton Morning Bulletin, Sunshine Coast Daily, Toowoomba Chronicle, Townsville Bulletin, Warwick Daily News Outdoor	\$55,000 Jun-Sep			
School Transport Safety -aimed to create awareness of a guidebook for parents	Direct mail: most Queensland households and private mail services Radio Bus shelter panels	\$1M* Jan-Jul			

which would be direct-mailed and the importance of taking the time to teach children about road safety.	Bus Panels Taxi Backs Outdoor Billboards Press: Northside Chronicle South East Advertiser North West News Southern News Caboolture Shire Herald Southern Star Bayside Bulletin Ipswich Advertiser Sunday Mail				
Fatigue This campaign launched the "Rest or RIP" campaign and encouraged motorists to stop each 2 hours for a 15 minute break	Outdoor Truck Panels Convenience Advertising Press: major regional		\$300,000* Jun-Nov		
50K implementation This campaign created an understanding in regional Queensland of the 50k local street speed limit.	Bundaberg News Mail Fraser Coast Chronicle Gladstone Observer Gympie Times Mt Isa North west Star Rockhampton morning Bulletin Toowoomba Chronicle Warwick daily News Biloela Central Telegraph Blackwater Herald Charleville Western Times Chinchilla News and Murilla Advertiser Dalby Herald Emerald Central Queensland News Kingaroy South Burnett Times		\$690,000* Jan-Feb		

	Monto central and North Burnett Times Roma Western Star Stanthorpe Border Post St George Ballone Beacon Whitsunday Times Miners Midweek Cairns Post Townsville Bulletin Atherton Tablelander Ayr Advocate Bowen independent Cairns Sun Charters Towers Northern Miner Home Hill Observer Ingham Herbert River Express Innisfail Advocate Mareeba Tablelands Advertiser Port Douglas Mossman Gazette Townsville Sun Clifton Courier Crows Nest Advertiser Goondiwindi Argus Longreach Leader Oakey Champion Pittsworth Sentinel Tully Times Northern Services Courier Warwick Southern Free Times Fraser Coast Wide Bay Bulletin Hervey Bay Independent Beaudesert Times Jimboomba Times Proserpine Guardian Allora Advertiser				
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	Childers Isis Town and Country Cooktown Local News Cunnamulla Western Star Kilcoy Sentinel Torres News Weipa Bulletin Queensland Country Life Maryborough Heritage Herald Bundaberg Bugle Mackay Pioneer News				
Share the Roads This campaign was run on the Gold Coast only to address a specific need. It encourages motorists and cyclists to share the roads.	Gold Coast Bulletin		\$94,390 Nov-Feb		
Illegible Plates campaign This campaign asks motorists to check their number plates and replace them if they are not visible.	Press: Sunday Mail, Courier Mail, Bundaberg News Mail, Cairns Post, Fraser Coast Chronicle, Gladstone Observer, Gold Coast Bulletin, Gympie Times, Ipswich QLD Times, Mackay Daily Mercury, Mt. Isa NW Star, Rockhampton Morning Bulletin, Sunshine Coast Daily, The Weekender, Toowoomba Chronicle, Townsville Bulletin, Warwick Southern Free Times, Queensland Country Life, North Queensland Register		\$115,000 Apr-Jun		

Penalties and Sanctions	Sunday Mail Courier Mail Bundaberg News Mail Cairns Post Fraser Coast Gladstone Observer Gold Coast Bulletin Gympie Times Mackay Daily Mercury Mt Isa North West Star Rockhampton M. Bulletin Sunshine Coast Daily Toowoomba Chronicle Townsville Bulletin Warwick Daily News Torres News			\$86,000 Nov-Dec	
Illegible Plates	Qld metropolitan and regional papers			\$192,354 May-Aug	
Penalties and Sanctions	The Sunday Mail, The Courier-Mail, Ipswich Queensland Times, Toowoomba Chronicle, Warwick daily News, Gold Coast Bulletin, Sunshine Coast Daily, Gympie Times, Bundaberg News Mail, Bundaberg Guardian, Fraser Coast Chronicle, Rockhampton Morning Bulletin, Gladstone Observer, Mackay Daily Mercury, Townsville Bulletin, Cairns Post, Mt Isa North west Star, Queensland Country Life,				\$90,000* Oct-Dec

	North Queensland register, Mt Isa North West Country				
Fatigue	Outdoor Truck Backs Press				\$784,977* Jul-Mar
Seat belts	Sunday Mail, Courier Mail, Ipswich Times, Toowoomba Chronicle, Warwick Daily News, Gold Coast Bulletin, Sunshine Coast Daily, Gympie Times, Bundaberg News Mail, Fraser Coast Chronicle, Bundaberg Guardian, Rockhampton Morning Bulletin, Gladstone Observer, Mackay Daily Mercury, Townsville Bulletin, Cairns Post, North West Star, Queensland Country Life, North Qld Register, Nth West Country, Koori Mail, Torres News				\$811,900* Oct-Jan

- Please note the figures indicated with * are for total campaign costs, including creative production, media placement in mainstream, regional and trade press, radio and television. The figures also include public relations costs. It was not possible to break figures down into further detail due to:
 - changes in media buying agency meaning some files are unavailable
 - Some internal files have been archived.