

Question on Notice
No. 970
Asked on 6 June 2006

MR SPRINGBORG asked the Premier (MR BEATTIE)—

QUESTION:

With reference to the full page advertisement by the Queensland Government titled “Securing water for Queensland’s future”, an example of which appeared in *The Courier-Mail* on Saturday 27 May 2006—

- (1) What is the State Government department and division/unit within the department that authorised this advertisement and the date on which the advertising was booked?
- (2) Was the advertisement printed in any other media publication on Saturday 27 May 2006 (if so, list the media publications in which it appeared)?
- (3) Was the advertisement printed in any other media publication on any other dates, (if so, list the publications)?
- (4) What is the breakdown of the monetary cost for each separate advertisement, including radio and television advertising costs?

ANSWER:

- (1) I authorised and approved the text for the advertisement and it was produced within my department. The advertisement was booked on 24 May 2006.
- (2) On 27 May 2006, the advertisement appeared in the following newspapers:
 - The Courier-Mail
 - Gold Coast Bulletin
 - Gympie Times
 - Ipswich Queensland Times
 - Sunshine Coast Daily
- (3) The advertisement also appeared from 30 May to 1 June 2006 in the following newspapers:
 - Beauresort Times
 - Gold Coast Sun
 - Hervey Bay Observer
 - Caboolture Shire Herald
 - Redcliffe and Bayside Herald
 - Pine Rivers Press
 - Northside Chronicle
 - City North News
 - Westside News
 - South-East Advertiser
 - Wynnum Herald
 - Southern News
 - South-West News
 - Southern Star
 - Logan West Leader
 - Albert and Logan News
 - North-West News
 - City News
- (4) The total cost for the advertisement was \$40,396.01. The breakdowns of this cost for each separate advertisement are detailed in the table below.



Securing water for Queensland's future

The Queensland Government is implementing its plan to make sure South-East Queenslanders will have the water they need now and in the coming 50 years.

2006 current water supply	2011 new projects to be completed by December 2011	
	New project	Estimated water supply each year
Wivenhoe Dam	Traveston Dam	150,000 megalitres
Somerset Dam	Logan River Dam ⁽⁺⁺⁾	45,000 megalitres
North Pine dam	Cedar Grove Weir	4,000 megalitres
Hinze Dam	Hinze Dam raised	5,000 megalitres
other SEQ water storages	Western Corridor Recycled Water Scheme	30,000 megalitres
	Desalination plant	45,000 megalitres
	Regional pressure and leakage reduction	25,000 megalitres
	Water efficiency programs (household, business and industry)	30,000 megalitres
Latest estimate of current water supply 450,000 megalitres ^(**)	Additional water supply more than 330,000 megalitres each year ^(##)	

2050 – we need at least 680,000 megalitres of water every year
Total water supply available up to 780,000 megalitres every year

estimates are based on the best available current information
++ supply based on Tilley's Bridge option – if Wyaralong chosen, then 21,000 megalitres
** a megalitre is one million litres

In the face of the worst drought on record, climate change and our rapidly increasing population, the Queensland Government is implementing a detailed, long-term plan to secure water for the South-East.

At the moment, we're providing 450,000 megalitres of water.

To meet growing demand, we're fast-tracking the investigation of recycled water and desalination technologies.

We're also using the water in existing dams more efficiently and working on initiatives to help individual South-East Queenslanders make a difference. We're giving them the help they need to harvest their own rainwater, and make big cuts into the amount they use on a daily basis.

All of these initiatives will provide us more than 100,000 extra megalitres of water each year. But that still won't be enough.

By 2026 it is estimated that we'll have an extra 1.25 million people and we'll need to provide a total of at least 560,000

megalitres of water each year to keep homes, business and industry thriving.

To meet that target – to address our booming population and climate change – we need to build more dams.

The proposed dams at Traveston on the Mary River, and on the Logan River meet this need. Traveston has been chosen because it is the only site remaining in South-East Queensland that will allow us to build a mega-dam – a dam to meet the region's needs for the next half century and beyond.

Studies are currently underway to determine the best sites for construction.

By 2050 it is estimated we will need at least 680,000 megalitres of water each year and our plan will deliver at least 780,000 megalitres.

The Queensland Government is acting now to make sure we have enough water for our growing community to the middle of this century and beyond.

For further information visit www.nrm.qld.gov.au/water or phone **1800 243 585**



PERIOD: May - June 2006

