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:

Beaudesert 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

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



^{**} a megalitre is one million litres



Level 7, Comalco Place 12 Creek Street, Brisbane Old 4000 GPO Box 1000, Brisbane Old 4001 Ph: (07) 3218 1099, Fax: (07) 3211 9190 firstname.lastname@mediacom.com.au CLIENT: Dept of Premier and Cabinet
PRODUCT: Water Resources

MARKET:

Water Resources
Queensland

PERIOD: May - June 2006



PRESS MONO Part Par	Publication/Position Day Cir						T						May 20	006									Ju	ine 20	06						T			
RESS MONO Composition Com		Circulation	Booking Deadline	Material Deadline	Size	5	S M	T V	V T	F S	S	M	T V	N T	F	S S	S M	Т	w ?	F	S	S	МТ	w	Т	F	s I		SCCM Rate	Position	Colour	Unit Cost	Total	
Bribbane Courier Mail Salurday 332.335 12pm 2WD prior 12pm 2WD prior 38 7 7 9 1 1 1 536 52 59.714.32 59.7 15pm 2WD prior 12pm 2WD prior 38 7 7 9 1 1 1 512.00 53.404.00 53.4 15pm 2WD prior 12pm 1WD prio				Doddino	cm co	1 1	4 15	16 1	7 18	19 20	21	22	23 2	4 25	26	27 2	8 29	30	31 1	2	3	4	5 6	7	8	9 .	10	pots		Loading	Loading		Cost	
Early General News													Ш	I																				
Britisher Counter Mail Saturday 32.2355 12pm 2WD prior 12pm 2WD prior 38 7	PRESS MONO																																	
Positive Desersion of Times Saturday 18,808 1pm 2WD prior 5pm 2WD prior 38 7	Early General News																																1	
Salurday 18,000 19,000 19,000 19,000 10,000													П	Т																				
Edd Coast Bulletin Salurday 76.886 10am 2VID prior 12pm 1VID prior 38 7	Brisbane Courier Mail	Saturday	332,335	12pm 2WD prior	12pm 2WD prior	38 7							Ш				1												1	\$36.52			\$9,714.32	\$9,714.32
Edd Coast Bulletin Salurday 76.886 10am 2VID prior 12pm 1VID prior 38 7																																		
Sample Saturday	Ipswich Queensland Times	Saturday	18,808	1pm 2WD prior	5pm 2WD prior	38 7											1												1				\$1,995.00	\$1,995.00
Sunshine Coast Daily Saturdary 39.751 3pm 2WD prior 4pm 2WD prior 3pm Trup for 5pm Trup for 5pm Trup for 5pm Montpoil 52.394.00	Gold Coast Bulletin	Saturday		10am 2WD prior	12pm 1WD prior								Ш				1												1					\$3,404.80
Beaudesert Times Wednesday 3,836 Spm Thu prior Spm Fif prior 40 7		Saturday											Ш				1												1					\$1,409.80
Nervey Bay Observer	Sunshine Coast Daily	Saturday	39,751	3pm 2WD prior	4pm 2WD prior	38 7											1												1				\$2,394.00	\$2,394.00
Gold Coast Sun (Northern and Southern Edition) Wednesday 134.837	Beaudesert Times	Wednesday	3,836	5pm Thu prior	5pm Fri prior	40 7							П	Т						1									1				\$1,078.00	\$1,078.00
Cabcolure Shire Herald Tuesday 43,180 3pm Thu prior 3pm Fri prior 16 M	Hervey Bay Observer	Wednesday	17,753	12pm 3WD prior	10am 2WD prior	38 7							П	Т						1									1	\$3.74			\$994.84	\$994.84
Caboolture Shire Herald Tuesday 43,180 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 33,257 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Nestside News Thursday 37,116 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Northside News Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Northside News Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm	Gold Coast Sun (Northern and Southern Edition)	Wednesday	134,837	5pm Thu prior	5pm Mon prior	38 7							П	Т						1									1	\$14.20			\$3,777.20	\$3,777.20
Caboolture Shire Herald Tuesday 43,180 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 33,257 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 16 M Northside Chronicle Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Nestside News Thursday 37,116 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Northside News Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm Fri prior 16 M Northside News Wednesday 49,560 3pm Thu prior 3pm Fri prior 3pm														Т																				
Redcliffe and Bayside Herald Wednesday 32,357 3pm Thu prior 3pm Fri prior 16 M	QUEST 15 Paper Buy					16 M							П	Т						1									1	\$1,142.20			\$18,275.20	\$18,275.20
Redcliffe and Bayside Herald Wednesday 32,357 3pm Thu prior 3pm Fri prior 16 M													П	Т																				
Pine Rivers Press	Caboolture Shire Herald	Tuesday	43,180	3pm Thu prior	3pm Fri prior								П	Т					1										1					
Number N	Redcliffe and Bayside Herald	Wednesday	32,357	3pm Thu prior	3pm Fri prior	16 M							П	Т						1									1					
City North News	Pine Rivers Press	Wednesday	38,465	3pm Thu prior	3pm Fri prior	16 M														1									1					
Westside News Wednesday 37,116 3pm Trl prior 16 M M Inches of the prior	Northside Chronicle	Wednesday	49,560	3pm Thu prior	3pm Fri prior	16 M														1									1					
South-East Advertiser Wednesday 54,369 3pm Thu prior 3pm Fri prior 16 M Wonnum Herald Wednesday 32,204 3pm Thu prior 3pm Fri prior 16 M 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	City North News	Thursday	33,704	3pm Thu prior	3pm Fri prior	16 M							П	Т						1									1					
Wynnum Herald Wednesday 32,204 3pm Tru prior 3pm Fri prior 16 M Southern News Thursday 28,102 3pm Tru prior 3pm Fri prior 16 M 1 <td>Westside News</td> <td>Wednesday</td> <td>37,116</td> <td>3pm Thu prior</td> <td>3pm Fri prior</td> <td>16 M</td> <td></td> <td>1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Westside News	Wednesday	37,116	3pm Thu prior	3pm Fri prior	16 M														1									1					
Southern News Thursday 28,102 3pm Thu prior 3pm Fri prior 16 M 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	South-East Advertiser	Wednesday	54,369	3pm Thu prior	3pm Fri prior	16 M														1									1					
South-West News Wednesday 60,992 3pm Thu prior 3pm Fri prior 16 M 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Wynnum Herald	Wednesday	32,204	3pm Thu prior	3pm Fri prior								П	Т						1									1					
Southern Star Wednesday 57,086 3pm Thu prior 3pm Fri prior 16 M 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Southern News	Thursday	28,102	3pm Thu prior	3pm Fri prior	16 M							П	Т						1									1					
Logan West Leader Wednesday 19.971 3 pm Flu prior 16 M M 1 1 1 1 Albert and Logan News Wednesday 68.900 3 pm Flu prior 35 pm Flu prior 16 M 1	South-West News	Wednesday	60,992	3pm Thu prior	3pm Fri prior	16 M														1									1					
Albert and Logan News Wednesday 68,900 3pm Thu prior 3pm Fri prior 16 M 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Southern Star	Wednesday	57,086	3pm Thu prior	3pm Fri prior	16 M							П	Т						1									1					
North-West News Wednesday 47,881 3pm Thu prior 3pm Fri prior 16 M	Logan West Leader	Wednesday	19,971	3pm Thu prior	3pm Fri prior	16 M							П	Т						1									1					
	Albert and Logan News	Wednesday	68,900	3pm Thu prior	3pm Fri prior	16 M														1									1					
City News (Colour) Thursday 39,444 12pm Wed week prior 3pm Fri prior 16 M Inches (Modern Colour) 1 Inches (Modern Colour) Inches (Mod	North-West News	Wednesday	47,881	3pm Thu prior	3pm Fri prior	16 M														1									1					
	City News (Colour)	Thursday	39,444	12pm Wed week prior	3pm Fri prior	16 M							П	Т						1									1					+
													П	Т																				
														T																				
	1												\Box	Т																				
													П	Т																				