

Question on Notice
No. 229
Asked on 22 February 2007

MR CRIPPS asked the Minister for Transport and Main Roads (MR LUCAS) -

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Queensland Transport advertising campaigns, market research projects, communications programs and initiatives, on-line marketing and communications initiatives, and marketing and promotional material (referred to below as initiatives) broken down by (a) the name of the initiatives, (b) media publications in which the initiatives appear (if applicable), (c) dates when the initiatives were implemented and appeared in the media (if applicable) and (d) total cost of the initiative including production costs, consultant/contractor costs, media placement costs and distribution costs?

ANSWER:

The Member will appreciate the day to day work of Queensland Transport includes providing core services, recruiting staff, procurement activity and placing tender advertisements for major projects. In addition, a vast range of information is provided to members of the public and key stakeholders of Queensland Transport through a wide range of methods and channels such as publications, phone, web, email and traditional media.

In keeping with the precedent established in answers to Questions on Notice by Coalition Government Ministers, it is not practical, nor would it be reasonable to divert the resources of Queensland Transport to identify every single marketing, promotional or public information material. If the member cares to ask for the costs of specific promotional and advertising campaigns, I would be happy to provide the information. However, I have previously provided to the Parliament specific details of some campaigns.

The total figures for 2006-07 will be made available in the Queensland Department for Transport annual report which will be tabled in the House. The total figures for 2005-06 are available in the 2005-06 annual report of Queensland Transport which tabled last year.