

**Question on Notice**  
**No. 231**  
**Asked on 22 February 2007**

**Mr Copeland** asked the Minister for Education and Training and Minister for the Arts (Mr Welford)

**QUESTION:**

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Education, Training and the Arts 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:**

In keeping with the precedent established in an answer to Question on Notice number 105 by the Member for Warrego, it is not practical, nor would it be reasonable to divert the resources of the Department of Education, Training and the Arts 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 more than happy to provide the information. However, I have previously provided to the Parliament specific details of some campaigns.