

QUESTION ON NOTICE

No. 232

asked on Thursday, 22 February 2007

MR HOPPER ASKED THE MINISTER FOR NATURAL RESOURCES AND WATER AND MINISTER ASSISTING THE PREMIER IN NORTH QUEENSLAND (MR WALLACE)—

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Natural Resources and Water 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 the Department of Natural Resources and Water 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 the Department of Natural Resources and Water through a wide array 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 numbers 1092 and 1093 of 1997 by Coalition Government Minister Cooper, it is not practical, nor would it be reasonable to divert the resources of the Department of Natural Resources and Water 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.

The total figures for 2006-07 will be made available in the Department of Natural Resources and Water annual report which will be tabled in the House. The total figures for 2005-06 are available in the 2005-06 annual report of the Department of Natural Resources and Water which was tabled last year.