

Question on Notice
No. 236
Asked on 22 February 2007

Dr Flegg asked the Deputy Premier, Treasurer and Minister for Infrastructure (Ms BLIGH) -

QUESTION:

For 2005-06 and 2006-07 (year to date), will she provide details of all Queensland Treasury 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 Queensland Treasury 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 Queensland Treasury 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 1104 and 1472 of 1997 by Coalition Government Ministers The Honourable Russell Cooper and The Honourable Michael Veivers it is not practical, nor would it be reasonable to divert the resources of the Queensland Treasury 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.