

QUESTION ON NOTICE
No. 237
Asked on Thursday, 22 February 2007

MR HORAN asked the Minister for Primary Industries and Fisheries (MR MULHERIN)-

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Primary Industries and Fisheries' 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 Primary Industries and Fisheries (DPI&F) 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 DPI&F through a wide array of methods and channels such as publications, phone, web, email and traditional media.

In keeping with the precedent established in an answer to Question on Notice number 105 by the National Party Member for Warrego, it is not practical, nor would it be reasonable to divert the resources of the Department of Primary Industries and Fisheries 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.