

Question on Notice

No. 240

Asked on Thursday, 22 February 2007

MR LINGARD asked the Minister for Communities, Minister for Disability Services Queensland, Minister for Aboriginal and Torres Strait Islander Partnerships, Minister for Seniors and Youth (**MR PITT**) -

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Communities 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 Department of Communities facilitates, coordinates and manages diverse communication activities designed to educate, inform or consult with members of the community on the government's key priorities and initiatives and encourage broad community participation.

The department deals with some of the most pressing social issues facing Queensland today – partnerships with our Indigenous communities, quality childcare, domestic violence, the contributions of seniors and youth to our communities, the importance of volunteers and how our citizens can engage with government. The effectiveness of our service delivery is underpinned by community awareness of our services and it is necessary that services be supported by advertising campaigns, market research projects, communications programs and initiatives, on-line marketing and communications initiatives and marketing and promotional material.

It is neither practical nor reasonable to divert the resources of the department to detail every advertising campaign, market research project, communications program, on-line marketing and communications initiative and promotional material broken down by name of initiative, media publication, date of implementation and/or appearance and component costs. Publications produced by the department are listed in the annual report which is tabled in the house.

If the Honourable Member cares to ask for the details of a specific promotional and advertising campaign, I would be more than happy to provide the information.