

Question on Notice

No. 241

Asked on 22 February 2007

MR MARK MCARDLE asked the Attorney-General and Minister for Justice and Minister Assisting the Premier in Western Queensland (Mr Shine) -

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Department of Justice and Attorney-General 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 Justice and Attorney-General 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 Justice and Attorney-General through a wide array of methods and channels such as publications, phone, web, email and traditional media.

It is not practical, nor would it be reasonable, to divert the resources of the Department of Justice and Attorney-General 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 department's total expenditure on advertising activities for 2005-06 were \$23,594. The total figures for 2006-07 will be made available in the Department of Justice and Attorney-General annual report which will be tabled in the House.