

Question on Notice
No. 243
Asked on 22 February 2007

MR LANGBROEK asked the Minister for Health (MR ROBERTSON)

QUESTION:

For 2005-06 and 2006-07 (year to date), will he provide details of all Queensland Health 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 Queensland Health 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 Queensland Health 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 1420 and 108 by Coalition Government Ministers Mr Springborg and Ms Simpson, it is not practical, nor would it be reasonable, to divert the resources of Queensland Health staff to identify every single marketing, promotional or public information item. 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.

The total publications for 2006-07 will be made available in the Queensland Health annual report which will be tabled in the House. The total publications for 2005-06 are available in the 2005-06 Annual Report of Queensland Health which was tabled last year.