

Question on Notice
No. 245
Asked on 22 February 2007

Mr Tim Nicholls asked the Minister for Tourism, Fair Trading, Wine Industry Development and Women (Mrs Keech) –

QUESTION:

For 2005-06 and 2006-07 (year to date), will she provide details of all Department of Tourism, Fair Trading and Wine Industry Development's 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 Tourism, Fair Trading and Wine Industry Development 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 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 by Coalition Government it is not practical, nor would it be reasonable to divert the resources of the Department 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.

This process is consistent with that adopted by Coalition Ministers during the Borbidge Government's term.