

Question on Notice

No. 600

Asked on 18 April 2007

Mr Malone asked the Minister for Education and Training and Minister for the Arts (Mr Welford)—

QUESTION:

With reference to the use of billboard advertising by the Department of Education, Training and the Arts—

- (1) How many billboard advertisements have been utilised by the department in 2005-06 and 2006-07 (to date) (reported separately)?
- (2) Where were/are each of these billboards located?
- (3) What campaign was/is being marketed on each of the billboards?
- (4) What was the total cost of these advertisements in 2005-06 and 2006-07 (to date) (reported separately)?

ANSWER:

- (1) 78 billboards were used in 2005–06 and 44 in 2006–07.
- (2) The billboards were/are located at various locations across Queensland.
- (3) A total of 23 campaigns utilised billboards in 2005–06 to 2006–07.
- (4) The cost of billboard advertisements in 2005–06 was \$146 130 and with the addition of Training to the portfolio, in 2006-07 to date is \$286 772.