

Question on Notice
No. 757
Asked on 23 May 2007

MR SEENEY asked the Premier and Minister for Trade (MR BEATTIE) -

QUESTION:

With reference to his answers to Question on Notice No. 1298 for 2006 and Question on Notice No. 109 for 2007 and given that on previous occasions ministers have answered questions on notice relating to their departments on the topic of staffing numbers and salaries, contractors and consultants—

(1) Will he detail the number and names of contractors and consultants engaged in public affairs, communications, marketing, media liaison, graphic design and public relations positions in his department and associated portfolio entities, both in corporate office and outside of corporate office in 2004-05, 2005-06 and 2006-07 (year to date)?

(2) Will he detail the individual and total cost of these contractors and consultants in the same period?

(3) Will he itemise the nature of the projects that these contractors and consultants have been working on in the same period?

ANSWER:

Government agencies facilitate, coordinate and manage a diverse range of communication activities which are designed to educate, inform or consult with members of the community on the Government's key priorities and initiatives and encourage broad community participation.

I refer the Honourable Member to my answer to Question on Notice No. 109 of 2007 which outlines many of these activities together with contractors and consultants engaged.

It should be noted that in 1997-98 under the Borbidge Coalition Government, \$59.1m was spent on campaign advertising. This expenditure relates to Government departments, statutory authorities, Government Owned Corporations and other organisations eligible to use the Government's master media advertising placement agency. Using Treasury data, this 1997-98 expenditure by the Borbidge Government is the equivalent of approximately \$75.5m in 2005-06 dollars.

Some advertising campaigns undertaken by the Borbidge Coalition Government included information regarding the then new weapons legislation (gun laws), workplace reform legislation and a business investment and relocation to Queensland campaign.

Expenditure by the Borbidge Government compares with expenditure on advertising of \$51,457,166 during 2004-05, \$66,769,680 during 2005-06 and \$52,081,050 during 2006-07 (to 30 April 2007).

During these years some of the many successful advertising campaigns conducted by my Government include the Eat Well Be Active program, the annual pool safety reminder campaign and the Water Wise campaign which has raised community awareness of the need to reduce the waste of this precious resource. My Government is also running the ongoing successful Fire Ant eradication advertising campaign.