

**Question on Notice  
No. 943  
Asked on 8 June 2007**

MISS SIMPSON ASKED THE MINISTER FOR STATE DEVELOPMENT, EMPLOYMENT AND INDUSTRIAL RELATIONS (MR MICKEL)—

With reference to his answer to Question on Notice No. 282 asked on 6 March 2007, regarding the Invest Queensland Marketing Campaign undertaken by his department and launched on 6 March 2006, in which the following were not specifically addressed –

- (1) How many phone calls have been received on the dedicated 1300 number advertised as part of the marketing and advertising campaign (broken down by each month) since the launch of the campaign?
- (2) How many website hits have occurred on the Invest Queensland website (broken down by each month) since the launch of the campaign?
- (3) How many companies have relocated to Queensland since the launch of the campaign that have received direct support from the Queensland Investment Incentive Scheme (broken down by each month)?
- (4) How many jobs have been created in Queensland resulting from the companies that have relocated since the launch of the campaign that have received direct support from the Queensland Investment Incentive Scheme (broken down by each month)?
- (5) What was the total cost of the Invest Queensland Marketing and Advertising campaign over 12 months for advertising and promotional material including launch costs in Melbourne, production costs of the campaign, billboards, costs to paint the Virgin Blue plane, media placement costs, website production and maintenance costs, contractor costs and any overseas or interstate travel and accommodation costs incurred by departmental staff in meeting with potential investors?

ANSWER:

I refer the Member to my previous answer to Question on Notice No. 282.