

QUESTION ON NOTICE

No. 1552

asked on Wednesday, 29 October 2008

MR CRIPPS ASKED THE MINISTER FOR NATURAL RESOURCES AND WATER AND MINISTER ASSISTING THE PREMIER IN NORTH QUEENSLAND (MR WALLACE)—

QUESTION:

- (1) How much did his department spend on advertising and promotion campaigns between 1 July 2007 and 1 October 2008 and how much of that expenditure was on (a) campaigns coordinated by the Premier's department and (b) departmental initiatives?
- (2) How much has been spent in respect of each individual promotion or advertising campaign?
- (3) How much allocation remains for advertising and promotion activities by his department for 2007-08?

ANSWER:

- (1) (a) Nil was spent on campaigns coordinated by the Department of the Premier and Cabinet.

(b) The Department of Natural Resources and Water spent a total of \$682 932.40 on advertising and promotion between 1 July 2007 and 1 October 2008. Most of that advertising was for statutory public notices that are a requirement of the legislation administered by my department, or for staff recruitment.
- (2) My department spent: \$409 065.17 on general departmental advertising including community consultation, statutory notices and informing the community about activities that might affect them, such as hazard-reduction burns on state land; \$1700 on magazine production; \$79 864.25 on promoting the Home and Garden Waterwise Rebate Schemes; and \$192 302.98 on recruitment and procurement.

General departmental advertising benefits the community by: informing a wide audience about my department's proposals that may affect them, so that they have the opportunity to make submissions; notifying community groups about funding available through grant proposals; and providing a public service to community members to advise them about actions such as hazard-reduction burns.

My department's spending on magazine production benefits the community by providing a generally-accessible overview of the department's activities.

Spending on the Home and Garden Waterwise Schemes advised Queenslanders how they could apply for rebates on water-saving devices. This program has been the most successful rebate scheme in Queensland's history, with applications for more than \$300 million in rebates lodged with the department.

Spending on recruitment and procurement allows my department to reach a wide pool of potential staff, to ensure the department has the human resources to deliver the outputs requested by the Queensland Government for the benefit of the Queensland community.

- (3) Nil allocation remains for advertising and promotion activities by my department for 2007-08.

