

Question on Notice

No. 1667

Asked on Tuesday 11 November 2008

MR DICKSON ASKED THE MINISTER FOR TRANSPORT, TRADE, EMPLOYMENT AND INDUSTRIAL RELATIONS (MR MICKEL) —

QUESTION:

With reference to advertising and promotion campaigns—

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

ANSWER:

I am advised

QUEENSLAND TRANSPORT

- (1) Queensland Transport has spent \$6,516,082 on advertising and promotion campaigns between 1 July 2007 and 1 October 2008. These included the Real Boaties, Real Lives summer boating campaign, EPIRB campaign and various road safety campaigns on drink driving, speed, seatbelts and young drivers (introduction of graduated licensing system).
- (2) Nil expenditure.
- (3) Please see attachment 1 for a breakdown of each individual promotion or advertising campaign.
- (4) No allocation remains for 2007-08.

DEPARTMENT OF EMPLOYMENT & INDUSTRIAL RELATIONS

- (1) The Department of Employment and Industrial Relations spent a total of \$4,254,692 on advertising and promotion campaigns between 1 July 2007 and 1 October 2008.

- (2) Each of the advertising and promotional campaigns was coordinated by the department. No advertising or promotional campaigns were coordinated by the Department of the Premier and Cabinet.
- (3) Funds expended on public communication are essential and it is the government's responsibility to keep the community adequately informed of important legislative, policy and program initiatives.

Activity	1 July 2007 – 1 October 2008
<i>Experience, It's Back</i> campaign	\$516,294
Employment and Indigenous initiatives advertising and promotion	\$230,879
<i>Worker's compensation</i> campaign	\$690,492
<i>Homecomings</i> campaign	\$1,832,855
<i>Safe Work Australia Week</i> campaign and <i>Work Safe Awards</i>	\$249,431
<i>Occupational licensing</i> campaign	\$166,072
Workplace health and safety promotion	\$190,956
Electrical safety advertising and promotion	\$156,163
Industrial relations advertising and promotion	\$142,017
Corporate advertising and promotion	\$79,533
Total	\$4,254,692

- (4) No allocation of funds remains unspent for the 2007–08 financial year.

Queensland Transport - Advertising and promotional campaigns - ATTACHMENT 1

Campaign Name	Dates: (from and to)	Cost
Real Boaties, Real Lives – Summer campaign	December 2007 – January 2008	\$10,576
406MHz EPIRB campaign	May 2008 – October 2008	\$93,511
Change to Gold Coast speed limits	June –July 2008	\$11,287
Torres Strait Marine Safety Project	1 July 2007 – October 2008	\$108,711
Speed	January 08 – Jun 08	\$407,103
Fatigue	1 Jul 08 to 1 Oct 08	\$408,517
Seatbelts	May 08	\$34,909
Drink Driving	Feb, Mar, May & Jun 08	\$602,072
Motorbikes	July 07 – October 08	\$1,207,840
Enough is Enough	Dec 07, Jan & Mar 08	\$535,313
New Brand (Here for Life)	May 08 – Oct 08	\$168,802
Drug Driving	Nov & Dec 07, Jan 08	\$634,875
Heavy Vehicle	May 08 – Sept 08	\$199,564
Cumulative Disqualification	April - May 08	\$42,916
Fixed Speed Cameras	Dec 07 and Feb & Mar 08	\$151,088
Motorbike GLS	May - Jun 08	\$7,140
Used Car Safety Ratings	Jun 08	\$11,716
Medical Condition Reporting	Sept – Oct 07	\$22,662
Security Cameras in Taxis Awareness raising Christmas/New year campaign	10/12/07 – 15/1/08	\$43,802
QCONNECT across regional areas	9/1/08 – 21/10/08	\$908,635
Transport Security	October 2007 - March 2008	\$387,631
Young Drivers Campaign	July 07 – October 08	\$517,412
	Total	\$6,516,082