

QUESTION ON NOTICE
No. 1738
Asked on Wednesday, 12 November 2008

MR HOPPER asked the Minister for Primary Industries and Fisheries (MR MULHERIN)-

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:

All campaign advertising by the Department of Primary Industries and Fisheries (DPI&F) is undertaken in support of communication activities that aim to educate the general public, primary producers and other organisations about protecting Queensland from exotic pests and diseases or to tell producers about ways to become more profitable in a sustainable manner.

The Member for Darling Downs will appreciate that the day to day work of DPI&F also includes providing core services, recruiting staff, procurement activity and placing tender advertisements for major projects. In addition, a vast range of information is provided to members of the public and key stakeholders of DPI&F through a wide array of methods besides advertising using channels such as publications, phone, web, email and traditional media.

It is not practical, nor would it be reasonable to divert the resources of DPI&F to identify every single marketing, promotional or public information campaign. If the Member cares to ask for the costs of specific promotional campaigns, I would be more than happy to provide the information.

The total expenditure by DPI&F for the period 1 July 2007 to 30 September 2008 was \$2,068,785 however \$1,500,791 will be reimbursed in accordance with national cost sharing arrangements, so that the total advertising expenditure will be \$567,994.

This included \$1,779,806 on campaign advertising and \$288,979 for non-campaign (for example, recruitment, tenders and application, sale of property and public notices) advertising.

There has been no expenditure by DPI&F on campaigns coordinated by the Department of the Premier and Cabinet.

The majority of the campaign advertising expenditure was aimed at informing the public

and horse owners about Equine Influenza (EI) via print, radio and web, about containment and eradication of the disease and updates on movement restrictions. The cost of EI advertising paid for by DPI&F was \$956,258. However, under the national cost sharing arrangements, DPI&F's actual cost towards this advertising will be 3.56% or \$34,043.

The other main campaign advertising expenditure by DPI&F was \$635,798 for Fire and Electric Ant eradication programs via television, radio, print and web. Under the national cost sharing arrangements, the actual cost to DPI&F of this advertising expenditure will be 9% or \$57,222.

Other campaign advertising undertaken by DPI&F included:

- Cat Smart – public education campaign on the need to desex cats;
- Hendra Virus - public education campaign on the facts around the virus;
- Asian Green Mussels - public education campaign regarding the identification and reporting of the marine pests;
- Shark Awareness - public education campaign run each school holiday period and summer, giving basic tips on swimmer safety;
- Pest Fish - public education campaign to raise awareness of not spreading pest fish into waterways in north Queensland;
- Inshore Fin Fish Fishery and Rocky Reef – public consultation campaign; and
- Fish Habitat review – public education campaign to raise awareness of the review to recreational and commercial fishers and interested stakeholder groups.

There is no overall departmental allocation for advertising activities by DPI&F for the remainder of the financial year 2007-08. Campaigns will be considered as a part of overall communication activities for key projects and will be funded by project budgets if advertising is deemed to be the most effective method of disseminating information to the general public.