

**Question on Notice
No. 348
Asked on 12 March 2008**

MR HOBBS asked the Premier (MS BLIGH)

QUESTION:

With reference to the Premier's Flood Relief Appeal and the advertising for this appeal—

Will she advise the cost of the advertising to date for this appeal through all forms of media?

ANSWER:

Advertising to promote public donations to the Premier's Flood Relief Appeal was undertaken during January and February 2008 following the serious flooding that has impacted on thousands of Queenslanders.

The general public and business community have dug deep and as at 31 March 2008, the Appeal Fund balance is at \$2.131m, derived from 2,512 individual donations.

This is a tremendous result and testament to the generosity of the community at large. A selection of the donations include:

• The Church of Jesus Christ of Latter-Day Saints	\$200,000
• Brisbane Resident	\$150,000
• Felix Resources	\$100,000
• Rio Tinto	\$100,000
• Idemitsu Australia Resources Pty Ltd	\$50,000
• Origin Energy	\$20,044
• Target Australia	\$20,000
• Brisbane Woman	\$20,000
• Lion Nathan	\$10,000
• Central Queensland University	\$10,000
• Queensland Couple	\$10,000

The total cost for the advertising undertaken was \$106,824.04 (excluding GST), and this cost was met from within the existing budget of the Department of the Premier and Cabinet. The total cost includes production, media costs and material despatch to newspapers, with the advertisement shown in the following newspapers:

- Weekend Australian
- Brisbane Courier-Mail
- Sunday Mail
- Ayr Advocate
- Bowen Independent
- Bundaberg News Mail
- Charleville Western Times

- Charters Towers Northern Miner
- Emerald Central Queensland News
- Fraser Coast Chronicle
- Gladstone Observer
- Gympie Times
- Ipswich Queensland Times
- Mackay Daily Mercury
- Mt Isa North West Star
- Rockhampton Morning Bulletin
- Sunshine Coast Daily
- Toowoomba Chronicle
- Townsville Bulletin
- Warwick Daily News

All of the money from the Appeal Fund is being provided direct to the Australian Red Cross to assist those people in most need. Any administration costs are being met by the Government and are not in any way being drawn from the Appeal Fund.