

QUESTION ON NOTICE

No. 1029

asked on Thursday, 16 June 2011

MR CRANDON ASKED THE MINISTER FOR ENERGY AND WATER UTILITIES
(MR ROBERTSON)—

QUESTION:

What is the (a) total amount spent on the Do the Bright Thing campaign (separated into installation costs for government offices and departments, advertising, staff and other costs) and (b) total amount of government solar feedback into the grid from these offices and departments since 1 July 2010?

ANSWER:

Do the Bright Thing is an information and awareness raising campaign to inform Queenslanders about the benefits and incentives available to help them switch to solar and lower their energy bills. The campaign does not fund the installation of solar technologies for government offices and departments.

This awareness campaign has been extremely successful. The Bligh Government set a target to double Queensland's use of solar energy in five years, and introduced measures, such as the Solar Hot Water Rebate and Solar Bonus Scheme to encourage take up of these technologies. In just 13 months, the installation of solar power systems climbed 84 per cent to 461 megawatts.

As at 30 June 2011, the total amount spent on advertising and promotion of solar initiatives is \$2,655,590. There are no specific staffing costs attributed to the campaign.