

Question on Notice
No. 151
Asked on 16 February 2017

Mr T Nicholls asked the Premier and Minister for the Arts (Hon. A Palaszczuk)—

Will the Premier separately list (by month) a breakdown of government advertising during 2016, including (a) advertising campaign cost, (b) what form the advertising took, (c) campaign name and (d) the issue and/or purpose of the advertising campaign?

ANSWER:

The Department of the Premier and Cabinet (DPC) proactively releases advertising placement expenditure by departments on an annual basis on DPC's publication scheme, available at www.premiers.qld.gov.au/right-to-info/published-info/our-finances.aspx.

Departmental advertising placement includes activity booked through the Queensland Government's master media advertising campaign placement agency (such as preventative health and road safety messages) and non-campaign agency (such as public notices, recruitment and enrolment information).

I refer the Honourable Member to the aforementioned website for the 2015-16 financial year information for a breakdown by department.