

QUESTION ON NOTICE

No. 164

asked on 26 February 2019

MR R MOLHOEK ASKED THE MINISTER FOR EMPLOYMENT AND SMALL BUSINESS AND MINISTER FOR TRAINING AND SKILLS DEVELOPMENT (HON S FENTIMAN) —

QUESTION:

With reference to TAFE Queensland's semester 1 and 2 in 2018 major marketing campaigns—

Will the Minister detail the total amount TAFE Queensland spent on both campaigns?

ANSWER:

TAFE Queensland invested \$2,976,504 inclusive of production effort on the Semester 1 and Semester 2, 2018 marketing campaigns.

This investment is comparable with marketing campaigns undertaking by TAFE Queensland in 2013 and 2014 under the LNP.

TAFE Queensland operates in a fully contestable market in competition with private training providers. This requires TAFE Queensland to invest in a range of marketing and promotional activity, no differently to its competitors.

TAFE operates from 50 locations state-wide, from Thursday Island to the south east corner and west to Mount Isa. In response, TAFE Queensland's major marketing campaigns ran state-wide across Queensland on TV, radio, outdoor cinema, direct mail and digital channels.

This extensive exposure encourages Queenslanders to undertake high-quality training through TAFE Queensland that provides practical skills, delivered by expert educators, leading to positive employment outcomes.