

Question on Notice
No. 1641
Asked on 17 October 2019

Mrs D Frecklington asked Premier and Minister for Trade (Hon. A Palaszczuk)—

QUESTION:

With reference to government advertising—

Will the Premier outline the level of expenditure for 2016-17 to 2018-19 (reported separately by year) and of that a breakdown of funding spent on (a) actual advertising expenditure (placement of ads), (b) production, (c) concept and design, (d) market research and (e) other costs?

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 (covering issues such as preventative health and road safety messages).

I refer the Honourable Member to the aforementioned website for the 2016-17 and 2017-18 financial year advertisement placement expenditure by each department. Advertisement placement expenditure for the 2018-19 financial year will be released on DPC's website following the conclusion of an external audit.

Departments report on advertising campaign expenditure in annual reports.

I note the advertising placement expenditure in last 12 months of the former Newman Government (from March 2014 to February 2015) was \$44.92 million, \$11.68 million more than was spent on advertising placement in 2017-18.