

Question on Notice
No. 1836
Asked on 26 November 2019

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

QUESTION:

With reference to the media statement on 17 November 2019 ‘Free apprenticeships and traineeships ad blitz to target under 21s’—

Will the Premier provide the total budgeted expenditure associated with this media campaign, including production and design costs?

ANSWER:

The \$32 million ‘Free apprenticeships for under 21s’ initiative supports young Queenslanders up to the age of 21 to access fully subsidised training across 139 high priority apprenticeship or traineeship areas.

The initiative supports job creation and encourages employers to offer more opportunities to young Queenslanders in priority occupations, by broadening available employment pathways and removing financial barriers for both employers and employees. The program, running from 1 July 2019 to 30 June 2023, will support approximately 60,000 young people.

The ‘Free apprenticeships for under 21s’ campaign has been developed to maximise take up of the initiative and promote the benefits and opportunities that apprenticeships and traineeships provide; improve the perception of occupations gained through vocational training among young Queenslanders; and demonstrate how the Queensland Government is helping meet the costs of training.

The approved total campaign budget is \$2.6 million, including media placement, production of campaign materials, research and evaluation.

The Queensland-wide campaign commenced in market in September 2019 and will conclude in March 2020.

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.