

Question on Notice
No. 104
Asked on 6 February 2020

Mr T Mander asked Premier and Minister for Trade (Hon. A Palaszczuk)—

QUESTION:

Will the Premier outline the budgeted and forecasted government advertising expenditure for the remainder of 2020 (reported separately by month)?

ANSWER:

The Department of the Premier and Cabinet (DPC) collates projected advertising expenditure across whole-of-government departments by Financial Year (FY), for advertising campaigns with a proposed expenditure of \$50,000 or more. Projected advertising expenditure is reviewed by the Government Advertising and Communication Committee (GACC) on an annual basis.

Key advertising campaign topics for 2019-20 include preventative health and road safety campaigns, specifically addressing issues such as:

- healthy lifestyle behaviour change
- tobacco cessation
- distracted driving (mobile phone penalties)
- drink driving awareness
- flooded road safety.

Advertising expenditure is planned on an annual basis to allow for optimal media placement scheduling to achieve campaign objectives. The total forecasted media placement expenditure for the FY 2019-20 for campaigns across all government departments is \$33.2 million.

I note the advertising placement expenditure in the last 12 months of the former Newman Government (from March 2014 to February 2015) was \$44.92 million.

Whole-of-government projected advertising expenditure for FY 2020-21 will be considered following the 2020-21 Queensland Budget, to be tabled in the Parliament on Tuesday, 28 April 2020.