

Question on Notice

No. 119

Asked on Thursday 6 February 2020

MR D CRISAFULLI ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

QUESTION:

With reference to the government's current drink driving safety campaign—

Will the Minister detail the total budgeted and actual costs for the campaign including (a) advertising costs, (b) creative campaign costs, (c) royalty costs and (d) all other associated costs?

ANSWER:

I thank the Member for Broadwater for the question.

This past year, we achieved the lowest ever number of 218 lives lost on our roads since records began. While this is encouraging, it is 218 people too many and we cannot afford to be complacent. Thousands more are seriously hurt every year, often with life changing effects. This has a huge impact on Queensland families and entire communities.

Drink driving is one of the major killers on Queensland roads. Regular campaigns, together with enforcement activity—like random breath tests—are essential if we are to keep the dangers of drinking and driving top of mind for all Queenslanders.

The most recent drink driving campaign—#LiftLegend—encouraged Queenslanders to plan ahead by organising a ride to get them home safely after drinking. #LiftLegend ran across Queensland at key risk periods, like Christmas and long weekends, on television, radio, online, billboards and in licenced venues.

The #LiftLegend drink driving campaign first ran from 9 December 2018 to 26 January 2019 (Christmas, New Year and Australia Day) and 21 April to 6 May 2019 (Anzac Day and Labour Day). Due to the campaign's strong performance, it was re-run from 2 December 2019 to 27 January 2020 (Christmas, New Year and Australia Day).

The total budget for all #LiftLegend campaign activity over the two campaign periods was \$4.4 million and included a total advertising (media) budget of \$3.4 million and total creative budget of \$1 million. The total actual spend for all #LiftLegend campaign activity over the two campaign periods was \$4.216 million and included a total advertising (media) spend of \$3.291 million and total creative spend of \$0.925 million (includes production, royalty costs, research and evaluation).

The campaign was very successful, with positive feedback received on the approach to the serious issue of drink driving. Campaigns like #LiftLegend help remind the community that we all have a role to play in road safety, each and every time we get behind the wheel.

The successful #LiftLegend campaign was funded from revenue generated by the Camera Detected Offence Program (CDOP). Under the CDOP, all revenue collected by speed cameras, red light cameras and other road safety cameras in Queensland must be spent on road safety, which includes infrastructure improvements, rehabilitation programs, and education and awareness programs.