

**Question on Notice**

**No. 826**

**Asked on 16 June 2021**

**MR M BERKMAN** ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

**QUESTION:**

With reference to the Translink Golden go card giveaway Promotion—

Will the Minister advise what is the total cost to the Department of advertising (including but not limited to social media promotion) for this initiative?

**ANSWER:**

I thank the Member for Maiwar for the question.

The Department of Transport and Main Roads implemented the Translink Golden *go* card giveaway to encourage more workers back into Brisbane's CBD, encouraging Queenslanders to support small businesses in South East Queensland city centres, as we continue the state's economic recovery from the COVID-19 pandemic.

Thanks to Queensland's strong response to the pandemic, patronage on public transport has been sitting at around 70 per cent of pre-COVID levels, and we want to see more commuters jumping on board. That is why the Palaszczuk Government is also putting a freeze on public transport fares across Queensland.

As of 25 June 2021, the total cost of advertising for this initiative was \$5398.11. This consists of \$4699.61 on social media and \$698.50 on printing costs.