

QUESTION ON NOTICE

No. 855

asked on 17 June 2021

MR J KRAUSE ASKED THE MINISTER FOR EMPLOYMENT AND SMALL BUSINESS AND MINISTER FOR TRAINING AND SKILLS DEVELOPMENT (HON D FARMER) —

QUESTION:

Will the Minister provide details on the advertising campaign undertaken in Far North Queensland that relates to the contract listed on the department's contract disclosure log with Mediacom for \$29,455 dated 12 Oct 2020?

ANSWER:

The Department of Employment, Small Business and Training delivered an advertising campaign from 18 September to 3 October 2020 to promote awareness of the Small Business Disaster Recovery Grants of up to \$10,000 for eligible small businesses impacted by the 2019 North and Far North Queensland monsoonal trough.

It can take several months post an event for businesses to turn their mind to recovery past the initial impacts faced. The timing of this promotion was aligned with when these businesses were at the point of focussing on developing their strategies to adapt and sustain their operations and build resilience in their businesses.

For this campaign, \$29,455 (excl GST) was the cost of radio advertising in Cairns, Townsville, Mt Isa, Charters Towers and Longreach purchased through MediaCom who are the sole supplier of media placement, planning and strategy services under the Queensland Government's master media advertising placement services Standing Officer Arrangement DPC-88-2017.