

Question on Notice
No. 1011
Asked on Wednesday, 12 October 2022

MR D PURDIE ASKED MINISTER FOR ENERGY, RENEWABLES AND HYDROGEN AND MINISTER FOR PUBLIC WORKS AND PROCUREMENT (HON M DE BRENNI)

With reference to the Queensland Energy and Jobs Plan and its associated advertising campaign—

Will the Minister advise (a) over what dates will the campaign be run, (b) was a contractor/consultant engaged, and if so, who and when and (c) what is the today budget for the advertising campaign (reported separately by media type e.g. print, television, digital and consultant/contractor costs)?

ANSWER

The advertising campaign, which began on 28 September, has been designed to inform millions of Queenslanders about the opportunities arising from the energy transformation, including the \$200 million Regional Economic Futures Fund and the draft Regional Energy Transformation Partnerships Framework, which is out for consultation until mid-2023. That also includes maintaining public ownership of our energy system, creating over 100,000 jobs, and delivering \$62 billion of investment out to 2035 – 95 per cent of which will be invested in regional Queensland.

This can be contrasted to the approximately \$20 million spent by the previous LNP government on advertising their Strong Choices campaign, based on the sale of Queensland's energy assets.

I am advised that Engine Group as listed in the Queensland Government Creative solutions services Standing Offer Arrangement and Mediacom as listed under the master media advertising placement services Standing Offer Arrangement were engaged by the Department of Energy and Public Works in September 2022.

I am advised that budget as of today is approximately \$2.6M (exclusive of GST), split over television, radio, digital, social media, out of home and cinema advertising. I am advised this cost includes contractor and production cost, including creative and development and production.