

Question on Notice
No. 1094
Asked on 25 October 2022

Mr A Powell asked Premier and Minister for the Olympics (Hon. A Palaszczuk)—

QUESTION:

With reference to your government's current advertising/PR campaigns, in relation to (i) the Coal Royalties increase, (ii) the Queensland Hospital and Health Plan and (iii) the Queensland Energy and Jobs Plan—

Will the Premier advise (a) was sentiment analysis or any form of research conducted, prior to, or as part of these campaigns, (b) what type of research it was, (c) over what dates was the research conducted over, (d) who conducted the research (e) what was the total cost of the sentiment analysis/research and (f) if the Premier will release the research?

ANSWER:

Based on advice I have received from the Department of the Premier and Cabinet, I advise as follows.

- (a) and (b) The Government Advertising and Communications Committee requires that major campaigns be targeted and informed by research services to ensure campaign activity is effective and represents value for money.
- (c) For (i) 21 July to 1 August 2022, (ii) 21 June to 26 October 2022 and (iii) 17 November to 10 December 2021 and 12-29 July 2022.
- (d) For (i) Hall & Partners under contract with CHE Proximity (CHEP Network – previously Clemenger BBDO), (ii) Kantar Public and (iii) JWS Research and Faster Horses.
- (e) Total research costs for (i) and (ii) are \$120,550 (exclusive of GST), however for (iii) as the campaign research has not been finalised, total costs are not available.
- (f) Campaigns such as these require the consideration of the Cabinet Budget Review Committee (CBRC). This material is subject to CBRC confidentiality.