

Question on Notice
No. 1117
Asked on 25 October 2022

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

QUESTION:

With reference to your government's current advertising/PR campaigns, and 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) over what dates was the campaign run, (b) was a contractor/consultant engaged, and if so who and when and (c) what is the total cost of the advertising campaign, split by media type (e.g. print, television, digital and consultant/contractor costs)?

ANSWER:

In relation to part (i), I refer the Member for Theodore to the answer to Question on Notice No. 806-2022 tabled by the Treasurer and Minister for Trade and Investment on 16 September 2022.

In relation to part (ii)(a) and (c), I refer the member to the answer to Question on Notice No. 948-2022 tabled by the Minister for Health and Ambulance Services on 4 October 2022.

In relation to part (ii)(b), I am advised by Queensland Health that MediaCom, Publicis Worldwide, and Kantar Public were engaged between June and December 2022 to provide media placement services, creative development, and concept testing and post-campaign evaluation respectively.

In relation to part (iii), I refer the member to the answer to Question on Notice 1011-2022 tabled by the Minister for Energy, Renewables and Hydrogen and Minister for Public Works and Procurement on 11 November 2022.

The answers to the questions on notice referenced above are available on the Parliament's website at the links below: -

<https://documents.parliament.qld.gov.au/tableoffice/questionsanswers/2022/806-2022.pdf>
<https://documents.parliament.qld.gov.au/tableoffice/questionsanswers/2022/948-2022.pdf>
<https://documents.parliament.qld.gov.au/tableoffice/questionsanswers/2022/1011-2022.pdf>