

Question on Notice
No. 1217
Asked on 28 October 2022

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

QUESTION:

With reference to all departments and agencies under the Premier's responsibility—

Will the Premier advise (reported separately by agency) (a) the total expenditure on any sentiment analysis or any form of research conducted in 2020-21, (b) details of any external contractor conducting research and (c) the reason for why research was conducted?

ANSWER:

The use of market research to guide advertising and communication campaign development and evaluation is standard practice across government communication activities in all jurisdictions.

I am advised that during 2020-21, the Department of the Premier and Cabinet (DPC) procured market research services.

All DPC contracts are publicly reported as part of the Department's open data publication scheme. DPC's published data of new contracts and contract variations over \$10000 in the 2020-21 financial year is available on the following link.

<https://www.data.qld.gov.au/dataset/departments-of-the-premier-and/resource/dfda37e3-7145-4fb8-8cae-325dc4808b46>