

QUESTION ON NOTICE

No. 1521

asked on Friday 2 December 2022

MR B MICKELBERG ASKED MINISTER FOR EMPLOYMENT AND SMALL BUSINESS AND MINISTER FOR TRAINING AND SKILLS DEVELOPMENT (HON D FARMER)

QUESTION:

With reference to advertising campaigns managed by the Department of Employment, Small Business and Training during calendar year 2022— Will the Minister advise (reported separately by campaign) (a) the cost of all advertising, broken down by advertising medium (e.g. social media, on-demand video, television, outdoor), (b) the duration of each campaign (start and end dates), (c) the objectives of each campaign, (d) if any sentiment analysis or other research was conducted in relation to the campaigns and the cost of that research and (e) the measures of effectiveness that were used to assess performance of each campaign

ANSWER:

I refer the Member for Buderim to the following detailed summary of 2022 calendar year campaign advertising placement expenditure for the Department of Employment, Small Business and Training.

I am advised that four advertising campaigns proceeded to market through the Government Advertising and Communication Committee approval process with media placement expenditure in the 2022 calendar year listed below.

They exclude minor/non-campaign advertising such as public notices and recruitment advertising.

Furthermore, the Department of the Premier and Cabinet (DPC) proactively releases advertising placement expenditure by departments by financial year on an annual basis on DPC's publication scheme online at www.premiers.qld.gov.au, then click on (1) 'Right to Information', (2) 'Publication scheme', (3) 'Our finances', and the data is available under the heading 'Annual departmental advertising spend'.

Campaign	a) Advertising media spend	b) Duration	c) Objectives	d) Evaluation (including cost)	e) Effectiveness measures
Be Kind at Check in Time campaign	Total - \$125,020 Radio - \$121,295 Social media - \$3725	15 December 2021 – 14 January 2022	<p>Encourage Queenslanders to ‘be nice’ to workers implementing the new (vaccination) measures and minimise incidences of aggressive behaviour.</p> <p>Achieve significant reach across South East Queensland and regional Queensland.</p> <p>Improve sentiment towards businesses and their workers managing the entry of vaccinated customers.</p> <p>Social media advertising aims to reach 160,000 people across multiple advertisement sets during the four-week campaign period.</p> <p>Brisbane radio advertising aims to reach 65% of listeners or approximately 1,395,000 people.</p>	No formal evaluation of this campaign was undertaken.	<p>Social media advertising reached 195,320 Meta (Facebook users) over the four weeks of the campaign.</p> <p>Brisbane radio reached 64.8% of listeners, total cumulative reach of 1,256,000 people.</p>
VET Informed Consumer campaign	Total – \$11,690 Digital display - \$11,690	1 February – 28 February 2022	Increase awareness that the Queensland Government is making it easier for employers of apprentices and trainees by	No formal evaluation of this campaign was undertaken.	4 million impressions and 20,847 clicks on the site.

			<p>providing tailored web content and SMS alerts.</p> <p>Encourage employers to visit managing apprentice and trainee content on the Business Queensland website.</p>		<p>Cost per click was below expected cost (expected \$1.50, actual \$1.08).</p> <p>Click through rate was high at 0.50%.</p>
Business Launchpad campaign	<p>Total – \$103,670</p> <p>Programmatic set-up - \$19,520</p> <p>Social media - \$34,900</p> <p>Video marketing - \$30,000</p> <p>Google search - \$15,030</p>	23 May to 25 July 2022	<ol style="list-style-type: none"> 1. Raise awareness of the Business Launchpad among existing and potential business owners in the targeted Queensland local government areas (LGAs) by 10%. 2. Increase in page views of the Business Launchpad by 10% during the campaign period. 3. Increase in page views on the Business Launchpad by 5%. 4. Negative sentiment mentions about the Business Launchpad to stay below 5% of total mentions. 	<p>Post campaign research was undertaken during July-September 2022 at a cost of \$39,710 (incl. GST)</p>	<ol style="list-style-type: none"> 1. Awareness of the BLP campaign was evaluated at 9% which is 1% under our target. Once prompted, awareness was much greater (31% and 30%). Changes were suggested to advertising materials. 2. Page views increased from 317 to 2,469 during the campaign period 23 May to 25 July 2022. This figure reflects an increase of 778% exceeding the 10% goal. 3. Unique page views increased from 258 to 2197 during the campaign period 23 May to 25 July 2022. This figure reflects an increase of 851%, exceeding the 5% goal.

					4. A total of 41 audience comments were made across the 78 media placements. 3 of 41 were negative comments, representing 7%, which is 2% above our target.
Small Business Wellness campaign	Total - \$330,973 Radio - \$103,584 Podcasting - \$25,774 Video on demand - \$80,000 Social media - \$71,185 Programmatic audio - \$22,942 Digital display - \$21,892 Search - \$5596	13 October 2022 – 22 December 2022	<ol style="list-style-type: none"> 1. Increase awareness of existing support available to small businesses to 30%. 2. Increase awareness of small business owners that mental health support and financial counselling is available by 20%. 3. Generate 100 enquiries about appointments with wellness coaches by 30 November 2022. 4. Increase the number of small businesses receiving financial counselling by 5% in 2022-23. 5. Improve sentiment towards the Queensland Government and its support of the small business sector. 6. Increase visitation to the 'Wellbeing for small 	\$50,000 (plus GST) (including concept testing and post-campaign evaluation).	<ol style="list-style-type: none"> 1. Measurable outcome to be available following campaign evaluation delivery. 2. Measurable outcome to be available following campaign evaluation delivery. 3. Objective exceeded. As of 16 November 2022, the program received a total of 196 enquiries. 4. Objective to be measured after 30 June 2023. 5. Measurable outcome to be available following campaign evaluation delivery. 6. Objective exceeded. In the calendar month prior to the creative campaign going live, the 'Wellbeing for small business owners' hub within the Business Queensland

			<p>business owners' hub within the Business Queensland website by 20% while the campaign is in market.</p> <p>7. Develop and deliver tailored and targeted communication to assist business operators in the following target groups: Women; Aboriginal and Torres Strait Islander peoples; Culturally and linguistically diverse people; Regional and remote areas.</p>		<p>website received 1,666 page views. In the calendar month starting from the campaign launch date, the hub received 22,180 page views.</p> <p>7. Objective met. During the creative campaign, targeted communication was delivered to the identified target group, as follows:</p> <ul style="list-style-type: none"> ○ Women – digital audio advertising on 'Outspoken the Podcast', which has a majority female audience. ○ Aboriginal and Torres Strait Islander peoples – tailored radio advertising on 4BSN, 4CIM, 5KIG, 4MOB, 4MURR, 4RR, 4UM, 4US first nations community radio stations ○ Culturally and linguistically diverse people – radio and podcast audio advertising, through digital advertising across Meta, Twitter,
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					<p>and Youtube, and through an advertorial in the Brisbane Times.</p> <ul style="list-style-type: none">○ Regional and remote areas – targeted radio advertising in regional and remote areas such as Yarrabah, Mt Isa, Cloncurry, Sarina, Charleville, Cunnamulla, Augathella, Morven, and Cherbourg
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