

Question on Notice
No. 608
Asked on 21 June 2022

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

QUESTION:

With reference to the 70 advertising campaigns managed by the Government Advertising and Communications Committee in 2020–21 (as per page 12 of the department's annual report)—

Will the Premier advise (reported separately for each campaign) (a) the name of the campaign, (b) the department or agency managing the campaign, (c) the objectives of the campaign, (d) the cost of the campaign and (e) the duration of the campaign (start and end dates)?

ANSWER:

I refer the Member for Glass House to the following detailed summary of 2020–21 financial year campaign advertising placement expenditure by department provided to me by the Department of the Premier and Cabinet (DPC).

I am advised the 70 advertising campaigns supported to proceed to market through the Government Advertising and Communication Committee approval process with media placement expenditure in 2020-21 are listed below. They exclude minor/non-campaign advertising such as public notices and recruitment advertising.

Furthermore, DPC proactively releases advertising placement expenditure by departments 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'.

Further, I note the advertising placement expenditure in the last 12 months of the former Newman Government (from March 2014 to February 2015) was \$44.92 million.

Campaign name (a)	Department (b)	Summary / Objectives (c)	Media placement expenditure 2020-21 (d)	In market (e)
#PickQld – seasonal agricultural worker attraction	Agriculture and Fisheries	The #pickqld campaign aims to encourage and assist people in finding work in the agricultural sector to harvest and pack fruit and vegetables, alleviating the shortages in seasonal labour caused by COVID-19.	\$142,823.39	April - June 2021
Agritourism – encouraging tourists to participate in farm and food experiences	Agriculture and Fisheries	The campaign aims to increase awareness of agritourism to stimulate economic activity by encouraging tourists to try established farm and food experiences to boost sources of income for the farm and local area.	\$143,176.30	May - June 2021
Fire ant management	Agriculture and Fisheries	The campaign aims to motivate the broader community to act proactively to suppress fire ants.	\$13,681.16	February - June 2021
SharkSmart swimmer safety	Agriculture and Fisheries	The campaign aims to encourage water users in Queensland to adopt the SharkSmart behaviours to reduce their risk of shark bite every time they are on or in the water.	\$329,312.36	September 2020 - January 2021
Cyberbullying awareness	Child Safety, Youth and Women	The campaign aims to prevent, reduce and respond to cyberbullying.	\$937,985.89	September 2020 - January 2021

Foster carer recruitment 2020 (re-run)	Child Safety, Youth and Women	The campaign aims to increase enquiries from Queenslanders about becoming a foster carer and showcase the good work current foster carers are doing.	\$243,811.36	July - September 2020
Foster carer recruitment 2021 and 2022 (new campaign)	Child Safety, Youth and Women	The campaign aims to increase enquiries from Queenslanders about becoming a foster carer and showcase the good work current foster carers are doing.		May - June 2022
Campaign to ensure safety of children being transported to and from education facilities (Look before you lock)	Education	The campaign aims to promote the importance of ensuring the health, safety and wellbeing of children being transported to and from education facilities.	\$54,511.80	September 2020
Teacher recruitment	Education	The campaign aims to ensure teacher workforce growth meets demand.	\$1,019,000.28	September 2020 - January 2021
Back to Work program	Employment, Small Business and Training	The campaign aims to increase applications for Back to Work support payments from Queensland employers, to help increase employment and economic activity.	\$305,804.08	March - May 2021
Jobs Finder Queensland jobs portal	Employment, Small Business and Training	The campaign aims to highlight the Jobs Finder portal web address and support getting people back to work.	\$107,336.81	June - July 2020
Bushfire safety	Fire and Emergency Services	The campaign aims to motivate Queenslanders to prepare for bushfires.	\$355,744.48	August - October 2020

Home fire safety 2020	Fire and Emergency Services	The campaign aims to reduce the loss of life in structural fires by educating Queenslanders about the importance of preparing, practising and discussing a fire escape plan.	\$404,009.27	July - August 2020
Home fire safety 2021	Fire and Emergency Services	The campaign aims to reduce the loss of life in structural fires by educating Queenslanders about the importance of preparing, practising and discussing a fire escape plan.		May - August 2021
If it's flooded, forget it	Fire and Emergency Services	The campaign aims to reduce the number of Queensland motorists who would potentially drive through floodwater.	\$794,014.90	November 2020 - March 2021
Smoke alarm legislation – major campaign	Fire and Emergency Services	The campaign aims to enable householders, landlords, property managers or investors to make informed decisions around the requirements for their properties and to take action to comply with the legislation as soon as possible.	\$530,543.02	April - June 2021
Smoke alarm legislation – search engine marketing	Fire and Emergency Services	The campaign aims to enable householders, landlords, property managers or investors to make informed decisions around the requirements for their properties and to take action to comply with the legislation as soon as possible.		July 2020 - June 2021
Childhood influenza immunisation	Health	The campaign aims to generate awareness among parents and carers of children, aged between 6 months to under 5 years, that the flu vaccine is free for children in this age group, required annually and is the safest and most effective form of protection against the flu virus.	\$283,019.68	May - August 2020

COVID-19 Keep well (healthy routines, reducing alcohol consumption, and mental health support)	Health	The campaign aims to raise awareness of how to action COVID-19 essential protective behaviours and look after mental and physical health.	\$1,261,824.21	September - December 2020
COVID-19 Keeping Queenslanders informed	Health	Stage 3 easing of restrictions, and reminder regarding COVID-safe behaviours and COVID symptoms	\$2,657,530.56	July 2020
COVID-19 Keeping Queenslanders informed	Health	Encouraging increased testing rates for COVID-19 as Queensland borders reopened to states other than Victoria		July - August 2020
COVID-19 Keeping Queenslanders informed	Health	Encouraging increased testing rates for COVID-19 after Logan and Springfield cases		August 2020
COVID-19 Keeping Queenslanders informed	Health	Encouraging increased testing rates for COVID-19 after Brisbane Youth Detention Centre cluster		August - September 2020
COVID-19 Keeping Queenslanders informed	Health	Encouraging increased testing rates for COVID-19 after low testing numbers in September 2020		September - October 2020
COVID-19 Keeping Queenslanders informed	Health	COVID-safe behaviours among young adults		November - December 2020
COVID-19 Keeping Queenslanders informed	Health	Encouraging increased testing rates for COVID-19 over summer period after low testing numbers		December 2020 - January 2021

COVID-19 Keeping Queenslanders informed	Health	Informing people in Greater Brisbane of the three day lockdown from 8 to 11 January 2021		January 2021
COVID-19 Keeping Queenslanders informed	Health	Easing of Restrictions in the Greater Brisbane region (eased as of 6pm 11 January 2021)		January 2021
COVID-19 Keeping Queenslanders informed	Health	Search engine marketing campaign.		February - July 2021
COVID-19 Keeping Queenslanders informed	Health	Greater Brisbane three-day lockdown from 31 March 2021 and new restrictions in place across the state		March - April 2021
COVID-19 Keeping Queenslanders informed	Health	Greater Brisbane lockdown ending 12pm 1 April and reduced restrictions continuing across the state until 12pm 15 April 2021		April 2021
Healthier. Happier. Always on 2020-21 (obesity)	Health	The overarching goal of the campaign to improve the health of Queenslanders by reframing attitudes towards, and understanding of, healthy weight, diet and exercise.	\$497,694.77	August 2020 - June 2021
Healthier. Happier. At risk of obesity	Health	The overarching goal of the campaign is to improve the health of Queenslanders by reframing attitudes towards, and understanding of, healthy weight, diet and exercise.	\$958,476.79	February - June 2021
Ice (crystal methamphetamine) help	Health	The campaign provides critical information on how to access help and support and trusted and factual information about the effects of ice in a non-stigmatising manner.	\$426,333.93	April 2021 - February 2022 (two phases)

Immunisation – Always on 2020-21	Health	The campaign maintains an ongoing presence in market by appearing at the top of online search results when Queenslanders are looking for information on immunisation.	\$106,960.04	September 2020 to June 2021
Keep Emergency for emergencies	Health	The campaign aims to remind Queenslanders that Emergency Departments are for medical emergencies only and discourage people from attending EDs with GP-type presentations.	\$626,320.57	April - June 2021
Mental wellbeing – Dear Mind pandemic extension	Health	The campaign aims to develop a positive culture and frame of reference for what positive mental health and wellbeing looks like, to build individual capability for increased resilience and coping in life in the long term.	\$2,090,984.87	August 2020 - January 2021
Always on 2020-21 (advertising in medical practices)	Health	The campaign is a 12-month advertisement placement activity within GP clinics and medical centres through Queensland via Tonic Media's network regarding a variety of health campaigns.	Expenditure allocated to specific health campaign.	July 2020 - June 2021
Domestic and Family Violence prevention general awareness (non-physical abuse)	Justice and Attorney-General	The campaign aims to increase awareness and understanding of non-physical forms of domestic and family violence, the seriousness of these behaviours and the help and support options available.	\$81,713.49	May - July 2021
Gambling harm awareness	Justice and Attorney-General	The campaign aims to minimise gambling harm and drive behavioural change by increasing awareness of problem gambling	\$105,531.33	May - October 2021

		behaviours and promoting the resources and support available.		
Increasing the Rate of Aboriginal and Torres Strait Islander Birth Registrations in Queensland	Justice and Attorney-General	The campaign is part of the broader Strategy and Action Plan to increase the birth registration rate of Aboriginal and Torres Strait Islander peoples in Queensland.	\$20,250.85	April - June 2021
New Blue Card policy	Justice and Attorney-General	The campaign aims to raise awareness of new laws and to apply for or renew their blue cards using the new online application process.	\$299,926.47	July - October 2020
Knife crime prevention	Police Service	This campaign addresses the use of knives in unlawful activity and the risks associated with carrying knives in public.	\$76,812.85	May - December 2021
Australia Day 2021	Premier and Cabinet	The campaign aims to raise awareness of and encourage participation in Australia Day 2021 activities.	\$48,624.77	January 2021
COVID-19 Domestic and Family Violence support and prevention	Premier and Cabinet	The campaign aims to raise awareness that as the COVID-19 crisis evolves help and support services continue to operate, and that there is clear access to these service providers for Queenslanders who may be experiencing DFV.	\$239,905.10	May - September 2020
COVID-19 Economic Recovery phase 2 – Unite and Recover for Queensland jobs	Premier and Cabinet	This campaign informs Queenslanders about the changes to the easing of restrictions and what it means for individuals, communities and businesses.	\$60,909.95	July 2020

COVID-19 Stage 3 easing of restrictions as of 3 July (information regarding changes to the restrictions as per the roadmap)	Premier and Cabinet	The campaign will build on existing awareness of the Road to Recovery roadmap and what it means for Queenslanders's day to day lives.	\$500,601.97	July 2020
COVID-19 overarching recovery (encouraging Queenslanders not to become complacent and highlighting the importance of continued social distancing)	Premier and Cabinet	The purpose of the campaign activity is to generate awareness among Queenslanders of the good position Queensland is currently in and to understand that failing to social distance will risk the good results achieved to date.	\$522,105.26	July - August 2020
COVID-19 Border restrictions/closures	Premier and Cabinet	The purpose of the campaign is to inform the public of further border closures to help stop the spread of COVID and save lives.	\$406,202.95	August 2020
COVID-19 Economic Recovery Plan	Premier and Cabinet	The purpose of the campaign is to generate awareness among Queenslanders of the Economic Recovery Plan (released August 2020).	\$5,523,147.14	August - October 2020
COVID-19 Economic Recovery 2021-22	Premier and Cabinet	A state-wide campaign designed to build public awareness and understanding of the Qld Government's next stage of economic recovery as outlined in the updated Economic Recovery Plan and Budget.		June - July 2021
COVID-19 It Only Takes One to spread	Premier and Cabinet	The It Only Takes One campaign encourages South East Queensland	\$866,715.40	September - October 2020

		residents to remain vigilant against COVID-19, maintain social distancing, hygiene, provide contact details, to prevent further outbreaks.		
COVID-19 It Only Takes One to spread re-run	Premier and Cabinet	The campaign re-run extends across the State and continues to encourage Queenslanders to maintain vigilance, social distancing, hygiene practices, and be COVID Safe.		December 2020 - January 2021
Mandatory uptake of the Check In Qld app for hospitality businesses	Premier and Cabinet	The campaign helps inform hospitality businesses, including rural, regional and CALD businesses of the new requirements and mandatory deadline for uptake of the app, plus the benefits to their business of using the app.	\$253,697.17	April 2021
Queensland Day	Premier and Cabinet	The campaign builds awareness and encourage participation in the lead up to Queensland Day, 6 June.	\$41,970.84	May - June 2021
Domestic and Family Violence help seeking	Premier and Cabinet/Child Safety, Youth and Women	The overarching goal of the campaign is to increase awareness and understanding of domestic and family violence, particularly non-physical abuse, and ensure high visibility of help and support services for all Queenslanders (including DVConnect Womensline, DVConnect Mensline, Mensline Australia, Kids Helpline and Queensland Police Service (Triple Zero – 000)).	\$95,791.35	December 2020 - February 2021
Elder abuse prevention	Seniors, Disability Services, and Aboriginal and	The campaign raises awareness and understanding of elder abuse, and encouraged family members, friends,	\$47,169.27	June - July 2021

	Torres Strait Islander Partnerships	carers and neighbours of older people who they suspect may be experiencing abuse to connect with available services for support and information.		
Connecting Queensland QTRIP campaign	Transport and Main Roads	The goal of the campaign is to make the public aware of work to deliver transport infrastructure that contributes to crucial economic and community wellbeing benefits.	\$560,432.51	August - September 2020
Dangerous driving habits	Transport and Main Roads	The campaign aims to increase road user's awareness of the dangers associated with certain driving behaviours (including failing to give way, tailgating and disobeying traffic signals) and to encourage them to reduce these behaviours when on the road.	\$477,180.78	August - September 2020
Drink driving	Transport and Main Roads	The drink driving campaign aims to change attitudes about drinking and driving amongst young males (aged 18 to 24) in order to make it socially unacceptable at any time, using peer influence to help shift perceptions.	\$2,756,695.29	December 2020 - May 2021
Easter speeding enforcement	Transport and Main Roads	The campaign aims to reduce speeding, reinforce general deterrence and reduce road trauma during the Easter holidays. It also aims to support and reinforce police enforcement activities throughout one of the riskiest periods on Queensland roads.	\$363,716.90	April - June 2021
Regional Queensland road safety billboard advertising	Transport and Main Roads	In an attempt to prevent further avoidable road trauma the outdoor advertising campaign aims to encourage road users in key risk regional areas to reduce	\$331,174.90	September - December 2020

		dangerous driving behaviours (inc. drink driving, speeding and not wearing seatbelts).		
Regional Queensland road safety targeting young drivers (Co-lab)	Transport and Main Roads	The overarching goal of this campaign is to educate young drivers about the importance of adapting their driving and speed to suit the road conditions, particularly while travelling on rural and remote roads.	\$331,085.96	November - December 2020
Regional Queensland seatbelts for safety (renamed to 'Crash test' regional seatbelt road safety)	Transport and Main Roads	The campaign targets regional Queenslanders to encourage them to wear a seatbelt.	\$694,043.64	June - September 2021
Safe road tripping for June-July school holidays	Transport and Main Roads	The campaign ensures that relevant road safety messaging was in-market prior to and during the school holiday period when there is an increase in recreational travel on Queensland roads, and an increased risk of road trauma.	\$315,892.92	June - July 2020
StreetSmarts road safety – Always on 2020-21	Transport and Main Roads	StreetSmarts social media engages with the community about important safety issues which may not otherwise receive public attention, targets at risk road user groups, responds to emerging issues and provides a medium to test public opinion about road safety issues and legislation.	\$620,540.52	March 2020 - March 2021
StreetSmarts road safety – Always on 2021-22	Transport and Main Roads	StreetSmarts social media campaign raises awareness and educates the community on road safety issues to drive positive behaviour change specifically targetting at risk and vulnerable road users.		April 2021 - February 2022

Extra public transport services for COVID-Safe travel	Transport and Main Roads (TransLink)	The campaign promotes extra public transport services to support flexible travel and social distancing. The addition of these services were part of the COVID-19 Safe Public Transport Plan.	\$67,968.44	August 2020
Smart Ticketing customer behaviour change	Transport and Main Roads (TransLink)	The campaign promotes the first trial of Smart Ticketing contactless payment on Gold Coast's G:link network.	\$321,295.35	February-April 2021
COVID-19 Economic Recovery: 2020-21 Queensland Budget	Treasury	The campaign aims to increase awareness of the details of the economic recovery initiatives in the 2020-21 State Budget.	\$821,506.48	December 2020