

Question on Notice

No. 752

Asked on 16 August 2022

MR J KRAUSE ASKED TREASURER AND MINISTER FOR TRADE AND INVESTMENT (HON C DICK)—

QUESTION:

With reference to the government's advertising/PR campaign about coal royalties—

Will the Treasurer advise (a) was sentiment analysis or any form of research conducted, prior to, or as part of this campaign, (b) who was it conducted by, (c) what type of research was it, (d) over what dates was the research conducted, and (e) what was the total cost of the sentiment analysis/research?

ANSWER:

Under longstanding Government Advertising and Communication Committee guidelines, market research is required for government advertising campaigns other than for campaigns with a limited budget (between \$50,000 and \$150,000).

I am advised that the cost of this campaign to date, as previously reported, is \$1 million.

I am further advised that, as part of the campaign, and incorporated within that overall cost of \$1 million, market research was undertaken from 21 July to 1 August 2022 by Hall & Partners under contract with CHE Proximity (CHEP Network – previously Clemenger BBDO) as listed in the Queensland Government Creative solutions services Standing Offer Arrangement.