

## **Question on Notice**

**No. 806**

**Asked on 17 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 and the associated increase—

Will the Treasurer 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:**

The advertising campaign was used to inform Queenslanders of the tiers to the state coal royalties regime passed by Parliament, and followed the commencement of opposing advertising from the Queensland Resource Council. The campaign ran from 26 June 2022 until 23 July 2022.

I am advised that CHE Proximity (CHEP Network - previously Clemenger BBDO) as listed in the Queensland Government Creative solutions services Standing Offer Arrangement and Mediacom as listed under the master media advertising placement services Standing Offer Arrangement were engaged in June 2022.

I am advised that the total cost of the campaign is \$1.04M (exclusive of GST), split over television, radio, digital, social media. I am advised this cost includes contractor and production cost, including creative and development, production and post campaign research and analysis.