

Question on Notice

No. 1534

Asked on 28 November 2023

MR M BOOTHMAN ASKED MINISTER FOR EDUCATION, MINISTER FOR INDUSTRIAL RELATIONS AND MINISTER FOR RACING (HON G GRACE)

QUESTION:

With reference to advertising for Free Kindy 2024—

Will the Minister advise (a) the total amount of funding allocated for advertising for Free Kindy 2024 and (b) how much has been expended to date?

ANSWER: [MINISTER FOR EDUCATION AND MINISTER FOR YOUTH JUSTICE (HON D FARMER)]:

I thank the Member for the question.

On 18 December 2023, I was appointed as Minister for Education and Minister for Youth Justice and as such, I am now the responsible Minister to answer this Question.

A total of \$5 million has been allocated to deliver the Free Kindy campaign.

As at 30 November 2024, \$1.4 million has been expended.

The Free Kindy SpokesKids advertising campaign was launched on 19 October 2023, and is being rolled out across TV, radio, cinema, digital, outdoor, and health clinics. The campaign features children announcing that Kindy is 15 hours a week, 40 weeks per year and is free. The campaign website at www.qld.gov.au/freekindy includes a new online tool—the Free Kindy Finder for families to locate their nearest free kindy.

The Campaign also includes a \$135,000 partnership with The Wiggles to promote Free Kindy. The partnership includes promotions as part of the Queensland concert tour in early December 2023; and promotion across social media and other digital platforms about the benefits of kindy and encouraging families to enrol.