Question on Notice
No. 1
Asked on Tuesday, 13 February 2024

MR P WEIR ASKED MINISTER FOR ENERGY AND CLEAN ECONOMY JOBS (HON M DE BRENNI)

With reference to the advertising campaign for the Queensland Cost of Living Rebate for electricity accounts—

Will the Minister advise (a) the total costings of this advertising campaign and (b) the completion date for the campaign?

ANSWER

(a) Up to $5 million has been budgeted for the development of a public information campaign to advise households of how to access significant cost of living relief of $1.7 billion, including $1.4 billion for the Cost of Living Rebate (CoLR - which includes $330 million from the Australian Government under the National Energy Bill Relief Fund) and $270 million for other programs and concessions. The cost of the campaign is a very small percentage of the total relief package provided.

The public information campaign is part of an ongoing program of work to inform Queenslanders of how to access a range of savings measures including the largest cost of living relief program in the nation. A key component is to try to reach customers who did not know they were eligible for support to allow them to sign up and therefore receive additional cost of living relief. Other activities included amending regulations to require retailers to include additional information such as advice around stakeholder meeting and community forums.

As a result, up to an additional 270,000 eligible seniors and vulnerable Queensland households were made aware of their opportunity to access the electricity bonus.

Additionally, Queenslanders were directed to the 'Queensland Savers' website which allowed them to check if they were also eligible for a range of other rebates including transport, medical and disability, education and parenting and food and clothing.

(b) Public information campaigns on government services and benefits have been a feature of Queensland Government communications for decades and are anticipated to continue to support consumers on an ongoing basis.