

Question on Notice

No. 461

Asked on 18 April 2024

MR D JANETZKI asked the Minister for State Development and Infrastructure, Minister for Industrial Relations and Minister for Racing (HON GRACE GRACE) –

QUESTION:

With reference to the advertising campaign for the ‘Big Build’—
Will the Minister advise (a) the cost of all advertising (reported separately by advertising medium e.g. social media, radio, TV) and (b) the length of time for which the campaign is due to run?

ANSWER:

- a) The advertising expenditure for this campaign per channel is as follows:
- \$607,627 - TV/video (free to air and finecast)
 - \$404,322 - Radio (including translation services for community radio)
 - \$536,398 - Digital
 - \$478,700.30 – Out of home.
- b) The Big Build campaign is in market from 18 March 2024 to 30 June 2024.