

Question on Notice

No. 649

Asked on 22 May 2024

MR D JANETZKI ASKED DEPUTY PREMIER, TREASURER AND MINISTER FOR TRADE AND INVESTMENT (HON C DICK)—

QUESTION:

With reference to the ‘Fair Share for Queenslanders’ advertising campaign for coal royalties—

Will the Deputy Premier advise (a) the cost of all advertising (reported separately by advertising medium e.g. social media, radio, TV, billboards), (b) the cost of producing all advertising and (c) the length of time for which the campaign is due to run, including start and end dates?

ANSWER:

- a) The advertising expenditure for this campaign per channel is as follows:
 - \$937,596.67 for television and on demand (free to air and finecast)
 - \$84,786.71 for out-of-home
 - \$494,363.81 for radio
 - \$551,071.07 for digital
 - \$10,689.10 for print.
- b) The production expenditure for this campaign is \$957,040.46.
- c) The campaign’s dates in market followed two phases:
 - Phase 1 from 26 June to 23 July 2022
 - Phase 2 from 19 June to 2 August 2022 with reruns from 26 December 2023 to 30 April 2024.

This investment, and the government’s ongoing investments in public information, aim to protect progressive coal royalties which are delivering \$12.2 billion to the people of Queensland over six years. The investment can be contrasted with the Queensland Resources Council’s (QRC) advertising blitz to eliminate progressive coal royalties. According to media reports, the QRC is spending \$40 million on that campaign.