

Question on Notice
No. 917
Asked on 26 August 2025

Ms J Pugh asked Premier and Minister for Veterans (Hon. D Crisafulli)—

QUESTION:

With reference to Free Kindy in Queensland—

Will the Premier advise (reported separately by financial year) since the announcement of Free Kindy in 2023 the total amount expended to promote and advertise Free Kindy through (a) the ‘We Love our Kindy’ campaign and (b) any other advertising campaign?

ANSWER:

I am advised by the Department of the Premier and Cabinet:

- (a) There was no advertising media placement or promotional expenditure associated with the ‘We Love our Kindy’ campaign in any financial year, including under the previous government.
- (b) No other advertising campaign was associated with the ‘We Love our Kindy’ program in any financial year, since 2023.