



98 Shamrock Street  
Blackall Qld 4472

March 3, 2022

To: Standing Committee on Communications and the Arts  
Department of the House of Representatives

Re: Parliamentary Inquiry into Regional Newspapers

Percentages of Advertising and Trends

LOCAL GOVERNMENT which in our case is the Blackall-Tambo Regional Council (BTRC)

Please note we operate per calendar year, not financial year so these figures are for the year ending December 2021

9.5% of our advertising revenue came from local government.

N.B. Advertising revenue for year 2021 was approximately \$61,700.

Local government also supply A3 photocopy paper donated in kind to the value of \$3000. We have a large photocopier that stitches and folds and we print our newspaper here on the premises as an A4 booklet with colour cover, back, inside front and inside back pages and black and white inner pages. If we get enough colour advertising we add a colour centrespread.

Trend:

Local Government has always supported us with a standing page each week for the last two years, we can really only say that traditionally they have supported us at the same level for quite some time.

STATE GOVERNMENT

Qld Health via the Central West Health and Hospital Service (CWHHS) has only started supporting us since covid and also we believe due to the fact we had a new hospital built in 2020 so they needed to engage with our community.

For the last 6 months (May to Dec 2021) 8.25% of our advertising revenue came from CWHHS. In the 12 months prior to that we only received 3 half page ads which totalled \$285.

The majority of that 8.25% has been covid call to arms for vaccination clinics, which we anticipate will ease off dramatically now.

Our State Member was advertising every fortnight last year, for the first half of the year, but doesn't now.

Trend:

We expect CWHHS's advertising to slow right down now that the vaccination program is over and in the hands of our GP practice so the revenue from the State Government will be minimal. (We hope we are wrong)

Another factor to bear in mind is the Queensland State Government no longer requires statutory advertising to be published in the closest regional paper (i.e. road closures, mining leases etc etc) so there will be no revenue forthcoming from these sources as well.

#### FEDERAL GOVERNMENT

We have received zero advertising from the Federal Government last year despite there being campaigns for the Census and Covid. Also for your information I approached those marketing the census and they said they could not pay us for advertising as it was a campaign where monies had already been allocated. Our Local Federal member advertises with us at a cost of \$55 per month which is a quarter page black and white ad in the first edition for the month.

Trusting this information can help.  
Yours faithfully,



Ann Kirby (Editor)