

**Question on notice no. 196**

**Portfolio question number: SQ22-000776**

**2022-23 Budget estimates October and November**

**Rural and Regional Affairs and Transport Committee, Infrastructure,  
Transport, Regional Development, Communications and the Arts Portfolio**

**Senator Bridget McKenzie:** asked the Airservices Australia on 25 November 2022

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Senator McKENZIE: No, I don't think so. I would like to know what the marketing promotion and communication was for those 10 to 15 September workshops, because my feedback is that, unless you knew somebody that was in the know, you didn't know it was on. What budget and resources had been allocated and spent on advertising and promoting the community workshops?

Mr Curran: I will take that on notice.

Senator McKENZIE: Do you have that detail?

Mr Curran: I don't have the numbers for that.

Senator McKENZIE: It's Senate estimates; we like to know how much you have spent on things. On notice, then, I want all ad copies placed in print, radio, TV or digital media channels and how much money was spent on all of those. Is it the case that you only advertised these workshops on your registration-only Engage Airservices website?

Mr Curran: No, that's not the case, but I'll take that on notice with the other two questions you have asked me to take on notice.

**Answer —**

Please find answer attached.

## Rural and Regional Affairs and Transport

### QUESTION ON NOTICE

#### Budget Estimates 2022 - 2023

#### Infrastructure, Transport, Regional Development, Communications and the Arts

Committee Question Number: 196

Departmental Question Number: SQ22-000776

Division/Agency Name: Agency - Airservices Australia

Hansard Reference: Spoken, Page No. 43 (25 November 2022)

Topic: AIRSERVICES - marketing promotion and communication for workshops - 10 to 15 September

#### Senator Bridget McKenzie asked:

Senator MCKENZIE: No, I don't think so. I would like to know what the marketing promotion and communication was for those 10 to 15 September workshops, because my feedback is that, unless you knew somebody that was in the know, you didn't know it was on. What budget and resources had been allocated and spent on advertising and promoting the community workshops?

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Mr Curran: No, that's not the case, but I'll take that on notice with the other two questions you have asked me to take on notice.

#### Answer:

- a) The Post Implementation Review (PIR) has been ongoing since July 2021 receiving extensive media attention as demonstrated below:
- In the year prior to the sessions (1 August 2021 to 30 September 2022) over 1,200 social media and editorial articles were recorded
  - At the release of the Trax International final report on 22 August 2022, 95 social media and editorial articles were recorded
  - At the release of the community workshop dates on 25 August 2022, 10 social media and editorial articles were recorded
  - The PIR was also being actively monitored and promoted by community groups and members of parliament.

- b) Three major media outlets that have consistently reported on the Brisbane PIR were notified by media release of the September 2022 workshop sessions (Brisbane Times, The Courier-Mail, Australian Aviation).
- c) 11 media articles appeared in September 2022 discussing the PIR recommendations, including an extended ABC Radio interview on Mornings with Rebecca Levingston, with a total audience reach of 34,000. As a result of the extensive outreach, it was determined that paid advertising was not required.
- d) Other channels used to promote the workshops include:
- *Engage Airservices* alerts to approximately 1,800 registered users
  - Briefings to 3 members of parliament, as well as correspondence to 14 members of parliament/senators in August 2022 requesting that they share workshop details with constituents
  - Update to Brisbane Flight Path Community Alliance (BFPCA) to advise of the workshop program. This followed agreement with BFPCA's President that Airservices would advise the release of new information so BFPCA could share with their network
  - Update to Brisbane Airport Community Aviation Consultation Group on 6 September 2022 which includes eight Federal and State members of parliament.
- e) Three full day drop-in engagement sessions were hosted in November 2022 to enable more detailed discussion of the draft PIR report
- 83 social and editorial articles were recorded over the November 2022 period, peaking at 30 articles at the time of release of the dates and locations of the sessions and a further 15 at the time of the last session
  - Briefings held with three members of parliament post the workshops.