

Queensland State Election 2020: Political Briefing Campaign Launches

Today both major political parties officially launched their campaigns today ahead of early voting commencing tomorrow across Queensland.

Hawker Britton has reviewed and summarised each of the events, along with the policies released.

Queensland Labor Party – Launch

The Labor Party launch bucked many trends and traditions of a campaign leader's launch.

As opposed to the standard hotel function room, Annastacia Palaszczuk launched her campaign in a Plumbers industry training centre in Beenleigh – a town centre south of Brisbane. The handpicked venue served as a visual reminder of the Government's focus on apprenticeships and an inclusive, jobs driven economic recovery in a growing community.

The event was a tight event. A local welcome to country and national anthem was followed by introductory remarks by the Deputy Premier, four testimonials from Queenslanders and then the Premier's remarks.

The Premier's live stream of the event made use of modern audio-visual techniques including intercut overlay to highlight key themes of the Premier's speech. Social media visuals were rolled out to accompany each policy announcement.



Policies announced:

- A re-elected Palaszczuk Labor Government will provide tens of thousands more young Queenslanders with free TAFE and free apprenticeships, under a \$21 million plan to extend the opportunity to under 25s
- A re-elected Palaszczuk Government will invest \$171 million in palliative care, including:
 - A new Palliative and End-of-Life Care Strategy
 - \$102.5 million to employ more front-line palliative care staff to look after Queenslanders
 - \$54.8 million for community-based service providers to deliver home-based hospice care for adults and children and after-hours services
 - Enhancing palliative care digital services and telehealth support for patient and for staff
 - A 24/7 hotline to provide support to palliative care practitioners
 - Additional palliative care public education and advocacy
- Labor will introduce legislation for voluntary assisted dying in February 2021, providing a conscious vote for its members on the bill
- \$100 million to give every Queensland primary and secondary state school student access to a psychologist or similar health and well-being professional
- More than 6,100 new teachers and 1,100 new teacher aides will be employed under a re-elected Palaszczuk Labor Government
- A returned Palaszczuk Government will establish after-school homework centres at 120 state schools

Liberal National Party – Launch

The LNP took a traditional approach to the campaign launch. In a Brisbane CBD hotel function room leader Deb Frecklington addressed party faithful and Federal representatives including Peter Dutton.

The Party did not provide online live stream of the event or release any accompanying social media on either the LNP or leader's accounts.

Based on publicly available information at time of writing the LNP did not make any new announcements, instead using the speech to reiterate the LNP's campaign messages including:

- A plan to stimulate the economy, create a decade of secure jobs and drag Queensland out of this recession
- Starting work on the drought busting New Bradfield Scheme a major new economic driver for Queensland and invest in new infrastructure
- Guaranteeing no new or increased taxes to rebuild business confidence, grow the economy, and create jobs

The centrepiece of the event was the release of a new 'fly over' video visualisation of the proposed New Bradfield Scheme.



[In case you missed it](#)

Hawker Britton: Political briefing week two – [here](#).

Hawker Britton: Political briefing week one – [here](#).

Hawker Britton: Seats to watch – [here](#).

COVID-19 Update and Roadmap

With no new cases today, there are currently only four active cases of COVID-19 in Queensland.

A public health alert was issued for Townsville, Palm Cove, Cairns and Brisbane - <https://www.health.qld.gov.au/news-events/doh-media-releases/releases/public-health-alert-brisbane,-cairns,-palm-cove-and-townsville>

Two weeks ago, the Queensland Government announced its COVID-Safe Roadmap, charting the next three months of responding to the virus and the pathway to easing restrictions. You can see it in detail [here](#).

[Feedback or insights?](#)

If you or your company has a particular campaign policy issue, insight or analysis you feel is missing from this briefing or that you'd like further information about please contact me on estein@hawkerbritton.com or call 0431 744 115 at any time.

Regards,

Elliot.

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