



LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

No. 36

WRITTEN QUESTION

Ms Uibo to the Chief Minister:

Government Advertising

1. With respect to the advertisements published on Meta Platforms regarding Territory Community Safety:
 - a) Who approved the advertisement?
 - b) Who produced the advertisement?
 - c) What was the cost of producing the advertisement?
 - d) What was the cost of publishing the advertisement?
 - e) Were there any communications between you and your staff with any agency staff concerning the advertisement? If yes:
 - i. What was communicated?
 - ii. What was the response?
 2. With respect to the advertisements published on Meta Platforms regarding Territory Coordinator Community information forums:
 - a) Who approved the advertisement?
 - b) Who produced the advertisement?
 - c) What was the cost of producing the advertisement?
 - d) What was the cost of publishing the advertisement?
 - e) Were there any communications between you and your staff with any agency staff concerning the advertisement? If yes:
 - i. What was communicated?
 - ii. What was the response?
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ANSWER:

1. The advertisement was approved by the Department of the Chief Minister and Cabinet's Strategic Communications and Engagement team.

The graphic design for the advertisement was produced in-house by the Department of the Chief Minister and Cabinet's Strategic Communications and Engagement team. The video production was delivered by KIK Digital.

Nil cost for graphic design. Video production – \$1029 including GST.

Total cost – \$6089 including booking fees and GST.

2. The advertisement was approved by the Office of the Territory Coordinator, Department of the Chief Minister and Cabinet.

The graphic design for the advertisement was produced in-house by the Department of the Chief Minister and Cabinet's Strategic Communications and Engagement team.

Nil cost for publishing the advertisement.

Total cost – \$278.77 including GST.