

Estimates Committee 2014
Questions Taken On Notice

(10/06/2014 to 19/06/2014)

Date: 11/06/2014

Output:

Sub Output:

Subject: Cost of Developing the North campaign

From:Ms Delia Lawrie to Chief Minister Adam Giles
Dept Chief Minister: Northern Australia Development

4-1

Question:

How much is the Developing the North campaign costing? What is the timeline for the campaign? What is the budget for the campaign? What is the breakdown of the advertisements for the campaign? Did the campaign go out to tender or was it a certificate of exemption?

Answer:

Answered On: 23/06/2014

ESTIMATES COMMITTEE 2014

Question Taken on Notice

Date: 11 June 2014
Subject: COST OF DEVELOPING THE NORTH CAMPAIGN
From: Ms Delia Lawrie MLA
To: Chief Minister, the Hon. Adam Giles MLA
Agency: Department of the Chief Minister
Output: 7.3 Northern Australia Development Office

Number: 4.1

Question: How much is the Developing the North campaign costing? What is the timeline for the campaign? What is the budget for the campaign? What is the breakdown of the advertisements for the campaign? Did the campaign go out to tender or was it a certificate of exemption?

Answer: The Developing the North campaign is costing \$1.796 million.
\$1,396 million for 2013-14.
\$0.4 million for 2014-15.

Costs to 31 May 2014	YTD Total 2013-2014
	\$000
Advertising	
Newspapers	34
Radio	11
Television	63
Magazines/Journals	13
Online advertising	3
Outdoor (Banners)	25
Total	149

Marketing

Displays	
Events and Exhibitions	
Brochures / Leaflets	7
Promotional Merchandise	130
Multi-Media (DVDs, CDs)	9
Newsletters	0
Marketing Research	0
Photography	5
Editorials	0
Consultation & Planning	24
Marketing Websites	0
Media Monitoring	0
Editing and proof reading	0
Total	175
Grand total	324

A Certificate of Exemption was obtained for a promotional merchandise supplier.