

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Lambley to the Chief Minister:

Boundless Possible Masterbrand

New figures requested to 31 January 2019

1. As at 20th September 2018 what has been the total cost of advertising the Boundless Possible campaign within the NT? Please provide a breakdown for television, newspaper, radio, internet and other types of advertising.

NT Spend as at 31 January 2019

Medium	Expenditure \$
Television (incl. Cinema)*	507 205
Magazine/Journals	39,690
Newspaper	118 498
Radio	59 180
Internet (incl. Social Media)*	44 527
Other	87 575
Total	856 675

2. As at 20th September 2018, what has been the total cost of advertising the Boundless Possible campaign outside of the NT but within Australia? Please provide a breakdown of television, newspaper, radio, internet and other types of advertising.

Non-NT Australian Spend as at 31 January 2019

Medium	Expenditure \$
Television (incl. Cinema)	464 067
Magazines/Journals	
Newspaper	
Radio	216 450
Internet (incl. Social Media)	
Other	
Total	680 517

3. **As at 20th September 2018, what has been the total cost of advertising the Boundless. Possible. Campaign overseas, or outside of Australia? Please provide a breakdown of television, newspaper, radio, internet and other types of advertising.**

Overseas Spend as at 31 January 2019

Medium	Expenditure \$
Television	
Magazines/Journals	
Newspaper	
Radio	
Internet (incl. Social Media)	
Other	
Total	0
Grand total	\$1,537,192

** Includes AFL grand final television advertising*

4. **What is the marketing budget for the Boundless Possible campaign for 2018/19?**

Total budget for NT Masterbrand in 2018-19 is \$2.97 million.

5. **What is the marketing budget for the Boundless Possible campaign for 2019/20?**

Total budget for NT Masterbrand in 2019-20 is \$1.8 million.

Notes:

- The Masterbrand is a program of work, not just one campaign. It will include marketing, and a wide stakeholder engagement program to encourage its use and adoption.
- Data provided is actual expenditure incurred as at 31 January 2019. As such, many advertising costs are not yet captured.
- Items marked * are used in social media and therefore have coverage across the Northern Territory, Australia-wide and internationally. Expenditure has been allocated to the Northern Territory rather than split.
- The budget costs are total allocated which includes marketing, operational and employee costs.