

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Higgins to the Chief Minister:

“Plan to fix Anti-Social Behaviour” initiative

1. How much money has been spent on advertising and marketing of the “Plan to fix Anti-Social Behaviour” initiative? Please detail amounts spent on television, internet, radio, print media, mail outs, letter box drops or any other written, visual or verbal communication.
2. How much money is budgeted in total into the future for advertising and marketing of the “Plan to fix Anti-Social Behaviour” initiative, whether it be television, internet, radio, print media, mail outs, letter box drops or any other written, visual or verbal communication?
3. Please provide the communications and marketing strategy/plan for the “Plan to fix Anti-Social Behaviour” initiative.
4. Please provide the past, present and future advertising schedule for the “Plan to fix Anti-Social Behaviour” initiative.
5. Who developed the artwork for the marketing materials of the “Plan to fix Anti-Social Behaviour” initiative and how much did it cost?
6. Who approved the budget of the communications and marketing of the “Plan to fix Anti-Social Behaviour” initiative?