

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Women's Policy

Women's Advancement - Advertising and Promotions

1. How much was spent on behalf of Women's Advancement on advertising/promotional activities/ videos/ DVD's/ brochures and general printed matter in 2004/05?
2. Would you kindly provide a month by month breakdown of spending and projects/programs that this spending was for?

ANSWER

A total of \$31,887.47 was spent on Marketing and Promotion by the Office of Women's Policy in 2004/05.

The projects/programs for which these monies were expended included promotion of the Women's Register, Alicia Johnson Memorial Lecture, Chief Minister's Study Award, and Tribute to Northern Territory Women. This does not include publication of documents such as the Domestic Violence Legal Factsheets and Alicia Johnson Memorial Lecture speeches.

The monthly breakdown is as follows:

<i>Month</i>	<i>Amount (\$)</i>
July	0.00
August	0.00
September	5,298.04
October	5,032.58
November	772.45
December	4,197.87
January	1,337.00
February	38.54
March	76.41
April	11,097.39*
May	1,713.35
June	2,323.84

* The amount for April 2005 largely represents payment of marketing and promotional expenses associated with the Tribute to Northern Territory Women activities which occurred in March 2005.