

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Willem Westra Van Holthe, Member for Katherine, to Minister for Regional
Development

ADVERTISING/INFORMATION CAMPAIGNS

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio? Provide the name of each campaign and which companies were engaged to undertake the work.
2. What was the cost of each of these campaigns?
3. Advise the months in which the expenditure occurred, the medium that was used for the campaign and the amount spent on each medium.
4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken?

ANSWER

Please refer to attachments A-D.

Q59-1

Advertising campaign was undertaken in 2007-08 by the Regional Development (RD) unit for the development of the Alice Springs Economic Profile.

The development of this document commenced in September 2007. Marketing and communication strategy was developed by the former Department of Business, Economic and Regional Development's Communications unit at this time to support the following phases of the project:

- Business confidence survey
- Updating the Alice Springs Investment Opportunities Brochure
- Launch of the Alice Springs Economic Profile (ASEP).

Big Picture Graphic Art was engaged to design and collate the document, promotional banners, CD's.

This is a web based document with 50 copies printed in house for the official launch.

Q59-2

Cost of the campaign was covered by the RD unit. The following expenditure was incurred:

Item	Details	Cost
Report writing	In house – existing resources	-
Survey design	In house – existing resources	-
Survey implementation	Charles Darwin University (CDU) business students	\$15 000
Printing	2000 x updated investment brochure	\$3000
Collateral for communication strategies	ASEP Banner Bug design and production	\$1724
	Reprint Alice Springs Investment Opportunities brochure	\$3042
	Graphic design of ASEP	\$6309
	Printing and burning ASEP CDs	\$814
	Graphic design of Centralian business feature advertisement	\$36
	Design, layout and development of the ASEP publication.	\$2139
	Placement in the Centralian Advocate (launch of document only)	\$232
	Total	\$32 296

Q59-3

1. Media campaign to create business participation in the Business Confidence survey held in November 2007. This included; launching the survey through October Business Month event 2007, newspaper and radio media prior to survey collection dates. Expenditure occurred during October-November 2007.
2. Launching of the final Profile document, May 2008. This included a media campaign to create public discussion on the released document. Mediums included: newspaper, Territory Quarterly Magazine and local radio media (ABC).
3. Updated Investment Opportunities Brochure was launched along side the Profile document, May 2008. Expenditure occurred in May 2008.

Note: Some free media was utilised for the survey and the launch of the document, such as: Centralian Advocate, Alice Springs News, ABC radio and Territory Quarterly magazine.

Q59-4

Research into the development of the Communications Strategy was undertaken internally by the Marketing and Communications Unit, taking into account the following:

1. Engaging local providers
2. Value for money
3. Identifying mediums that would suit our target audiences; being local Alice Springs businesses.

Q59-1

Indigenous Economic Development (IED) Forum 2007

Q59-2

\$30 599

Q59-3

February–November 2007

Print advertising = \$4121	<ul style="list-style-type: none"> - Northern Territory News - Centralian Advocate Alice Springs - Alice Springs News - Katherine Times - Arafura Times - Tennant Creek and District Times
Television advertising = \$4708	<ul style="list-style-type: none"> - Imparja
Radio advertising = \$2249	<ul style="list-style-type: none"> - Central Australian Aboriginal Media Association (CAAMA) Radio - Yolngu Radio/ Aboriginal Resource and Development Services Inc. (ARDS) - Top End Aboriginal Business Broadcasting Association (TEABBA) and Broadcasting for Remote Aboriginal Communities Scheme (BRACS) Radio - Radio Larakia
Other = \$19 520	<p>Artwork - Big Picture Email - work undertaken by department Direct mailout - work undertaken by department Pull up banners - Big Picture Printing - NT Government Printers Promotional materials - The Whole Box n Dice, Stickers & Stuff, Corporate Express</p>

Q59-4

No formal market research was conducted prior to this campaign.

Q59-1

Katherine Economic Profile

Q59-2

\$2412

Q59-3

March 2009

GKBL Advertising - \$580

Have Your Say - \$1862

Q59-4

Former Department of Business, Economic and Regional Development and
Department of Regional Development, Primary Industries, Fisheries and
Resources staff.

Q59-1

Indigenous Business Promotion Strategy - Northern Territory Industry Capability Network (NTICN) Database. Work undertaken by department.

Q59-2

2008: \$10 000 – Minister's Media Campaign Fund
\$5875 – former Department of Business, Economic and
Regional Development operational
Total = \$15 875

Q59-3

February-June 2008

Chamber of Commerce NT – Supply Services Manufacturing (SSM)
Directory - \$1560

Total Publications = \$1560

Northern Territory News – \$2084
Centralian Advocate – \$603
Alice Springs News – \$307
Tennant and District Times – \$429
Arafura Times – \$265
Darwin and Palmerston Sun – \$327
Katherine Times – \$338
Jabiru Rag – \$73
Eylandt Echo – \$100
Tiwi Island newsletter/paper – \$132
Wadeye newsletter/paper – Nil cost
Indigenous Economic Development (IED) Update - Nil cost
Total Press = \$4657

Radio Larrakia – \$380
Central Australian Aboriginal Media Association (CAAMA) Radio – \$1740
Territory FM – \$1350
8EAR Gove– \$714
Top End Aboriginal Business Broadcasting Association (TEABBA) – \$610
Total Radio = \$4794

Distinctive Promotions – Mini note pad holder
Total Promotional Item = \$1889

Mail Out; Website; Poster; Flyers; Banner; Graphic Design Artwork; Printing.
Total Other = \$2975

Q59-4

No formal market research was conducted prior to this campaign.