

Legislative Assembly Written Question Number 52 – Advertising / Information Campaigns

Ministerial portfolio: Natural Resources, Environment and Heritage

OPERATIONAL YEAR 2009 - 1 JANUARY TO 30 MARCH 2009

Name of campaign	Total	Formal market research Y/N	Month/s	Breakdown of campaign costs	Suppliers
Darwin Harbour Regional Plan of Management Consultation	\$19 258.57	N	March to April 2009	Newspaper - \$10 276.96 Radio - \$4360.40 Marketing Material/Other- \$4621.21	Batchelor Resort NT Newspapers Government Printing Hot 100 Mix 104.9

OPERATIONAL YEAR 2008 – 1 JANUARY TO 30 DECEMBER 2008

Name of campaign	Total	Formal market research Y/N	Month/s	Breakdown of campaign costs	Suppliers
Draft Water Allocation Plan Tindall Limestone Aquifer- Call for Public Comment	\$9643.62	N	March to November 2008	Newspaper - \$3511.84 Marketing Material - \$6131.78	Fusion Katherine Times NT News Government Printing Katherine Town Council The Exhibitionist

Bushfires NT Firebreak Awareness Campaign	\$31 989.92	N	April to June 2008	Newspaper - \$3515.98 Radio - \$6127.44 TV - \$17 215.00 Marketing Material- \$5131.50	Cutting Edge Hot 100 Mix 104.9 Imparja Television Southern Cross TV NT Newspapers Norsign Top End Hire Services
Waterwise campaign- World Water Day	\$3111.16	N	March 2008	Newspaper - \$911.16 Radio - \$2200.00	NT Newspapers Sun FM/8HA
Waterwise Campaign- Water Saving Device Rebate Scheme (Central Australia)	\$4518.54	N	May 2008	Newspaper - \$2291.04 Radio - \$2227.50	NT Newspapers Sun FM/8HA
Sites of Conservation Significance Consultation	\$9260.84	N	November to December 2008	Newspaper - \$1517.76 Marketing Material/Other - \$7743.08	NT Newspapers Corporate Express Government Printing Office
Cabomba Weed Awareness	\$16 053.82	N	May 2008	Newspaper - \$3904.32 Television - \$12 149.50	NT Newspapers Channel 9 Exposure Productions Southern Cross TV
Cabomba Weed Awareness	\$16 335.26	N	October 2008	Newspaper - \$4293.56 Television - \$12 041.70	NT Newspapers Norforce Channel 9 Exposure Productions Southern Cross TV

OPERATIONAL YEAR 2007 – 1 JANUARY TO 30 DECEMBER 2007

Name of campaign	Total	Formal market research Y/N	Months	Breakdown of campaign costs	Suppliers
NT Landcare Awards	\$12 574.62	N	May to July 2007	Newspaper - \$5445.52 Television - \$7129.10	NT Newspapers Imparja Television Kik FM Southern Cross TV
Waterwise Campaign- National Water Week	\$3720.48	N	October 2007	Newspaper - \$1520.48 Radio- \$2200.00	NT Newspapers Sun FM/8HA
Water Beneficial Use Declarations in Darwin Harbour Region - Consultation	\$26 538.85	N	April to May 2007	Newspaper - \$9113.41 Radio - \$6289.36 Marketing Material - \$11 136.08	NT Newspapers Girraween PS Government Printing Mix 104.9 Novotel Atrium Darwin Radio Larrakia SRA Information Technology Territory FM 104.1
Climate Change Impacts – Information Sessions and Information Provision	\$10 366.59	N	April to May 2007	Newspaper - \$4166.76 Radio - \$3753.16 Marketing Material/Misc- \$2446.67	NT Newspapers Government Printing Knotts Cross Resort Mix 104.9 8EAR Gove FM Sun FM/8HA Tennant Creek Training Centre The Arnhem Club
Bore Metering in the Top End – Call for volunteers	\$12 303.28	N	February to May 2007	Newspaper - \$7176.07 Radio - \$3147.21	NT Newspapers Mix 104.9 SRA Info Technology

				Marketing Material/Misc- \$1980.00	
Bushfires NT Firebreak Awareness campaign	\$15 222.12	N	April to June 2007	Newspaper - \$3303.18 Radio - \$4965.84 Television - \$6953.10	NT Newspapers Hot 100 Mix 104.9 Imparja Television Southern Cross TV
Cabomba Weed Awareness	\$16 323.87	N	June to July 2007	Newspaper - \$3793.82 Television -\$11 719.40 Marketing Material/Other- \$810.65	NT Newspapers Australia Post Channel 9 Exposure Productions Kerry Sharp Southern Cross TV
EPA Model Consultation	\$13 331.04	N	June to July 2007	Newspaper - \$8925.85 Marketing Material/Other- \$4405.19	NT Newspapers Government Printing Crowne Plaza Novotel Atrium Darwin