

RESPONSE TO WRITTEN QUESTION No. 45

Mr Elferink to Treasurer – Advertising/Information Campaigns

Question

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio. Please 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. Please advise the months in which the expenditure occurred, the medium that was used for the campaign (TV, Leaflet, Radio) 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

1. In 2007 and 2008, the Northern Territory Treasury ran campaigns to coincide with the release of the 2007-08 and 2008-09 Northern Territory Budget. In 2008 and 2009, Treasury ran campaigns to advertise the Buildstart initiative. These are the only major campaigns Treasury has coordinated in the last three calendar years. The table in Attachment A provides the name of each campaign and the companies engaged to undertake the work.

Treasury also engages in advertising and promotions throughout the year on smaller projects which are not classified as campaigns, such as recruitment, careers fairs and Superannuation (NTGPASS) member seminars. This has also been included in the table for completeness.

2. The table in Attachment A provides details on the cost of these campaigns.
3. The table in Attachment A provides details on the months in which the expenditure occurred, the mediums used for the campaign and the amount spent on each medium.
4. There was no market or other research undertaken ahead of any campaign.

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Attachment A

Campaign	Month	Medium	Vendor	Vendor Invoice*	Cost of Medium *	Total for Month*	Campaign Cost*
				\$	\$	\$	\$
2007							
2007-08 Budget	April 2007	Design	The Exhibitionist	5 208	5 208		
		Budget Papers	Sue Dibbs (editing)	4 488	4 488	9 696	
	May 2007	Newspaper	Alice Springs News	730			
			Arafura Times	558			
			Katherine Times	1 800			
			Nationwide News	181			
			NT News	17 647			
			Tennant and District Times	2 050			
			Territory Times	1 330	24 296		
		Radio	8HA Sun FM	2 040			
			CAAMA Radio	1 938			
			NT Broadcasters (Hot 100 and Mix 104.9)	4 769			
			Territory FM	2 100			
			Top End Aboriginal Bush Broadcasting Association	1 050	11 897		
		Budget Papers	Government Printing Office	202 313	202 313	238 506	248 202
2007 Other		Design			5 350		
		Newspaper			2 728		
		Radio			546		
		Total					8 624

Other includes: design and creation of banners and posters for the show circuit, careers fair and money expo – vendors were Fusion, Liquid Orange Creative Design and The Exhibitionist; newspaper notices for recruitment, death condolences and superannuation seminars – vendors were NT News, Litchfield Times and Nationwide News; and radio advertisements for recruitment – vendor was Territory FM.

*GST exclusive – net cost to government

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Campaign	Month	Medium	Vendor	Vendor Invoice*	Cost of Medium *	Total for Month*	Campaign Cost*
				\$	\$	\$	\$
2008							
2008-09 Budget	April 2008	Design	The Exhibitionist	7 545			
			Liquid Orange Creative Design	643	8 188		
		Radio	Simon Says Television	1 300	1 300	9 488	
	May 2008	Newspaper	Alice Springs News	755			
			Arafura Times	391			
			Katherine Times	3 857			
			NT News	23 028			
			Tennant and District Times	2 820			
			Territory Times	1 756	32 607		
		Radio	8HA Sun FM	4 290			
			NT Broadcasters (Hot 100 and Mix 104.9)	5 586			
			Territory FM	3 000			
			Top End Aboriginal Bush Broadcasting Association	1 023	13 899		
		Budget Papers	Government Printing Office	190 581			
			Sue Dibbs (Editing)	5 814	196 395	242 901	252 389

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Campaign	Month	Medium	Vendor	Vendor Invoice*	Cost of Medium *	Total for Month*	Campaign Cost*		
				\$	\$	\$	\$		
2008 Buildstart	November 2008	Newspaper	Alice Springs News	1 969					
			North Australian News	1 106					
			NT News	15 051					
			Tennant and District Times	1 757					
			Territory Regional Weekly	1 751	21 634				
			8HA Sun FM	1 350					
			Territory FM	2 500	3 850				
			Sprout Creative	1 761	1 761	27 245			
2008 Other	December 2008	Newspaper	NT News	1 640	1 640	1 640	28 885		
			Design		2 638				
			Newspaper		11 298				
		Total					13 936		

Other includes: design and creation of banners and posters for the show circuit, careers fair and money expo – vendors were Liquid Orange Creative Design and The Exhibitionist; and newspaper notices for recruitment, death condolences and superannuation seminars – vendors were NT News, Territory Times, Katherine Times, Tennant and District Times, Macquarie University, University of Western Sydney, Nationwide News, HMA Blaze Pty Ltd and Graduate Careers Council of Australia.

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Campaign	Month	Medium	Vendor	Vendor Invoice*	Cost of Medium *	Total for Month*	Campaign Cost*
				\$	\$	\$	\$
2009							
2009 Buildstart	February 2009	Design	Sprout Creative	7 960	7 960	7 960	
	March 2009#	Mailer	GPO	31 907	31 907		
		Newspaper	Centralian Advocate	5 001			
		Radio	NT News	11 451	16 452		
			8HA Sun FM	1 080			
			CAAMA	1 200			
			NT Broadcasters (Hot 100 and Mix 104.9)	6 944			
		Television	Territory FM	2 100	11 324		
			Channel 9	5 521			
			Channel 10	2 735			
			Imparja	3 640			
			Seven Central	3 864			
			Seven Darwin	6 045	21 805	81 488	89 448
2009 Other		Design			380		
		Newspaper			19 264		
		Total					19 644
Other includes: recruitment advertising – vendors were NT News, Weekend Australian, Australian Financial Review and Seek with design from Zise.							

*GST exclusive – net cost to government

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