

Department of Land Resource Management

2016 ESTIMATES

Committee:.....

Paper No: 54 Date: 10/5 Advance Question to Government

Tabled By: Higgins to be asked at 2016 Estimates Hearings

Signed: [Signature]

<b>Question No:</b>	1
<b>From:</b>	Mr Michael Gunner, Leader of the Opposition
<b>To:</b>	The Hon. Gary Higgins MLA, Land Resource Management
<b>Question Heading:</b>	<b>GOVERNMENT ADVERTISING</b>
<b>Question:</b>	<p>Please provide the costs of advertising and communications in 2015-16 in each agency / Authority:</p> <ul style="list-style-type: none"> <li>a) Provide a name / description of advertising campaigns run by your agencies / authorities and the costs associated with each campaign.</li> <li>b) Provide the details on the number and level of staff who are responsible for communications and advertising in your agencies / authorities.</li> <li>c) Has there been an increase in the number of staff and the level of staff responsible for communication and advertising in your agency from 2013-14 to 2015-16? If so, how many and at what additional cost?</li> <li>d) Please provide the details and costs of all government advertising that contained either the image or voice of the Minister or Chief Minister or the name of the Chief Minister or Minister.</li> </ul>

**Answer:**

- (a) The Department of Land Resource Management had the following advertising campaigns in 2015-16 (to 31 March 2016):
  - \$65 228 community awareness campaigns regarding weed spread prevention and management
    - i. Chinese Mesquite Acacia
    - ii. Neem
    - iii. Grader Grass
    - iv. Mimosa
    - v. Bellyache Bush
    - vi. Other weeds/general weed management awareness
  - \$31 336 Promotion of the Gamba Grass Assistance Program

- \$12 771 Quarantine area for preventing Cabomba spread
- \$33 725 Non Pastoral Use Permits
- \$48 886 2015 Bushfire season
- \$17 875 Water Policy Discussion Paper

- (b) The Department of Land Resource Management provides marketing and communications, web and media support through a shared service arrangement to
- Department of Arts and Museums
  - Department of Sport and Recreation
  - Parks and Wildlife Commission of the Northern Territory
  - Territory Wildlife Parks

Nine staff provide marketing and communications support. The levels of staff are:

- SAO2 x 1
- SAO1 x 2
- AO7 x 3
- AO6 x 1
- AO5 x 2

- (c) There has been an increase of three staff from 2013-14 to 2015-16.
- On-going funding from 2014-15 of \$110 000 for a dedicated sport and recreation Media Officer;
  - On-going funding from 2014-15 of \$124 000 for a senior marketing and communications officer for the hub; and
  - One-off funding in 2015-16 of \$120 000 for a dedicated sport and recreation Marketing and Communications Officer.
- (d) There was no advertising that contained either the image or voice of the Minister or Chief Minister or the name of the Chief Minister or Minister.