

## Estimates Committee 2004 Questions Taken On Notice

( 22/06/2004 to 01/10/2004 )

Date: 22/06/2004 Output: 5.0 Economic Regulation  
Sub Output: 5.1 Economic Regulation  
Subject: Advertising Brief provided to public, commercial broadcast providers in promotion of the budget

**From:** Mr Terrance Kennedy MILLS to Honourable Syd STIRLING  
Treasurer

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**Question:** 2-2  
I request a proof of the advertising brief that was provided to public, commercial broadcast providers in the promotion of the budget.

**Answer:**  
Answered On: 25/06/2004  
Answer: The text of the five radio commercials issued to commercial broadcasters is provided below.

### RADIO COMMERCIAL 1

The Territory is growing with more business opportunities than ever ... The Martin Government's Budget 2004 helps Territory business with record tax cuts and record infrastructure spending ... \$441 million in areas like tourism infrastructure, roads and housing ... meaning 4000 more jobs for Territorians ... Budget 2004 delivers tax cuts ... more jobs, great lifestyle and it's moving the Territory ahead.  
For more information, call 8999 7406 or visit [www.budget.nt.gov.au](http://www.budget.nt.gov.au)  
Authorised by the Northern Territory Government Darwin

### RADIO COMMERCIAL 2

Tourism's vital to the Territory ... it means more jobs. The Martin Government's Budget 2004 boosts tourism with a record \$60 million for tourism infrastructure. This includes more money for tourism roads, our national parks and a new cruise ship terminal in Darwin ... And there's an extra \$13.5 million to market the Territory. Budget 2004 boosts tourism ... and it keeps the Territory moving ahead. For more information, call 8999 7406 or visit [www.budget.nt.gov.au](http://www.budget.nt.gov.au)  
Authorised by the Northern Territory Government Darwin

### RADIO COMMERCIAL 3

As the Territory grows we need to make sure our services grow too. That's why the Martin Government's Budget 2004 delivers record funding for health, education and police. It means more teachers and nurses ... And 200 more police on the beat by

2006.

It's all about providing better services for Territorians, more jobs, and most of all it's moving the Territory ahead.

For more information call 8999 7406 or visit [www.budget.nt.gov.au](http://www.budget.nt.gov.au)

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#### RADIO COMMERCIAL 4

Small business employs thousands of Territorians.

The Martin Government's Budget 2004 cuts taxes making the Territory the lowest taxing place for small business in Australia.

With the HIH levy and debits tax scrapped, cuts to payroll tax plus a record \$441 million in new infrastructure projects, it's great news for small business.

Budget 2004 backs small business.

It's about less tax ... more jobs ... and moving the Territory ahead ...

For more information, call 8999 7406 or visit [www.budget.nt.gov.au](http://www.budget.nt.gov.au)

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#### RADIO COMMERCIAL 5

The Territory is unique ... we're proud of our great lifestyle.

The Martin Government's Budget 2004 builds on that lifestyle with more support than ever for the things that make the Territory a great place to live ... like our fishing, sport, arts and culture ...

And there's more money for world class and national events like the V8s, international cricket, AFL and NBL.

It's all about our great lifestyle ... and moving the Territory ahead.

For more information, call 8999 7406 or visit [www.budget.nt.gov.au](http://www.budget.nt.gov.au)

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