

Estimates Committee 2014
Questions Taken On Notice

(10/06/2014 to 19/06/2014)

Date: 11/06/2014

Output:

Sub Output:

Subject: Cost of Festivals NT

From:Ms Delia Lawrie to Chief Minister Adam Giles
Department of the Chief Minister

4-2

Question:

How much is the Festivals NT campaign costing? What is the campaign timeline? What is the budget? Where are the advertisements running? What is the breakdown of the advertisements? Did the contract go out to tender or was it a certificate of exemption?

Answer:

Answered On: 01/07/2014

ESTIMATES COMMITTEE 2014

Question Taken on Notice

Date: 16 June 2014
Subject: COST OF FESTIVALSNT
From: Ms Delia Lawrie MLA
To: Chief Minister, the Hon. Adam Giles MLA
Agency: Department of the Chief Minister
Output: 7.6 Community Engagement and Support

Number: 4.2

Question: How much is the FestivalsNT campaign costing? What is the campaign timeline? What is the budget? Where are the advertisements running? What is the breakdown of the advertisements? Did the contract go out to tender or was it a certificate of exemption?

Answer: Total budget allocation for FestivalsNT is \$1.7million ongoing.

As of 31 May 2014, \$6,664 was spent on marketing.

As of 31 May 2014 the FestivalsNT program did not have any advertisements running.

No services were procured that required a tender or contractual agreement.

Costs to 31 May 2014	YTD Total 2013-2014
Advertising	
Newspapers	0
Radio	0
Television	0
Magazines/Journals	0
Online advertising	0
Outdoor (Banners)	0
Total	
Marketing	
Displays	\$2,502
Events and Exhibitions	0
Brochures / Leaflets	0

Promotional Merchandise	0
Multi-Media (DVDs, CDs)	\$4,162
Newsletters	0
Marketing Research	0
Photography	0
Editorials	0
Consultation & Planning	
Marketing Websites	0
Media Monitoring	0
Editing and proof reading	0
Total	
Grand total	\$6,664