

# ESTIMATES COMMITTEE

## Question Taken on Notice

**Question Number:** 1-23

**Output Number:** 20.1

**Date:** 7/12/2020

**From:** Ms Lia Finocchiaro

**To:** Hon Michael Gunner

**Portfolio:** Chief Minister

**Agency:** Chief Minister and Cabinet

**Subject:** Boundless Possible campaign expenditure

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### **QUESTION:**

How much has been spent on the Boundless Possible campaign and associated advertising, branding and anything connected since it was created?

### **ANSWER:**

The Northern Territory is a place where you can grow your career, start a business and make a real impact. The Territory lifestyle, environment, cultural diversity and vibrant, supportive communities are reasons to celebrate being a Territorian. We want to share this with Australia and the world.

We are also the safest place in Australia. Our position as the comeback capital of Australia has improved business confidence, and economic and employment prospects.

Expenditure since the commencement of the NT Masterbrand is \$4.8 million, which includes such expenses as legal fees for trademark, design and production of materials and consultant fees.