

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Chief Minister

Investment Advertising and Research

1. How much was spent by the Office of Chief Minister on investment advertising interstate during 2004-5?
2. Detail a breakdown by State and the nature of the advertising.
3. Has any research been undertaken by the Office of Chief Minister to evaluate the effectiveness of investment advertising interstate, to look to see what increase and awareness had been achieved?
4. If so who carried out the research and what was the outcome of that research?
5. How much did the research cost?

ANSWER

1. No money was spent by the Office of the Chief Minister for this Purpose.
2. Not applicable as no money was spent.
3. No expenditure.
4. Not applicable.
5. Not applicable.