

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Chief Minister

Investment Attraction - Advertising and Research

1. How much was spent on investment advertising interstate during 2004/05?
2. Detail a breakdown by state and the nature of the advertising.
3. Has any research been undertaken to evaluate the effectiveness of investment advertising interstate – to look to see what increase and awareness has 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. \$17,409.
2. The table below details investment advertising undertaken

State	Name of Media	Subject	Cost
National	Australian Transport and Logistics Review	AustralAsia Trade Route	\$10,318
National	Australian Financial Review	NT Feature Special Report	\$7,091
Total Cost			\$17,409

3. No formal evaluation has been done to date, but as the early investment attraction efforts are built upon, it is anticipated that evaluation work will be undertaken.
4. Not Applicable
5. Not Applicable