

## LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

## WRITTEN QUESTION

Mr Willem Westra Van Holthe, Member for Katherine, to Minister for Primary Industry, Fisheries and Resources

## ADVERTISING/INFORMATION CAMPAIGNS

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio? Provide the name of each campaign and which companies were engaged to undertake the work.
2. What was the cost of each of these campaigns?
3. Advise the months in which the expenditure occurred, the medium that was used for the campaign and the amount spent on each medium.
4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken?

## ANSWER

	Primary Industry	Fisheries	Fisheries	Resources
1	Equine Influenza – Stock Stand Still / Stand Still Cancelled. Work undertaken within the Department of Regional Development, Primary Industry, Fisheries and Resources (DRDPIFR).	Recreational Fishing Survey – Recruitment of Surveyors. Work undertaken by DRDPIFR.	Recreational Fishing Controls – Public Comment	Orestruck – China and Japan Investment Attraction Strategy 2007-08 and Bringing Forward Discovery (BFD) 2008-09. Work undertaken by Adzu and DRDPIFR.
2	\$10 342	\$10 768	\$3797	Orestruck \$183 231 and BFD \$47 576 (Total \$230 807)
3	28 August to 7 September 2007:  Northern Territory News Katherine Times Centralian Advocate Alice Springs News Jabiru Rag Tennant Creek Times Territory Times Total Press = \$4542  Mail out, poster, flyers, artwork, printing. Total other = \$5800	27 November 2008 to 12 March 2009:  Northern Territory News Sunday Territorian Katherine Times Territory Regional Arafura Times Total Press = \$5068  Mail out, poster, flyers, artwork, pull-ups, printing. Shirts, caps and sandwich boards for surveyors. Total other = \$5700	March 1, 28 and 29 2009  Northern Territory News Total Press = \$3497  Flyers = \$300	Expenditure in May and November 2007 and 2008, coinciding with Ministerial and departmental delegations to China and Japan.  Costs as above incurred for: Design and printing of collateral, translation services, printing (Government Printing Office), websites and Investment alerts, mail out, poster, information sheets.

4	No formal market research was conducted prior to this campaign.	No formal market research was conducted prior to this campaign.	No formal market research was conducted prior to this campaign.	All market research done without cost via industry interviews undertaken by departmental staff.
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