

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Vowles to the Chief Minister:

Communications and Marketing Bureau (CMB)

1. In relation to the CMB, as at 31 March 2015 and 31 March 2016:
 - (a) How many staff were employed?
 - (b) By level and position description, what was the staffing structure?
 - (c) What was the total expenditure for the first three quarters in each financial year?
 - (d) In relation to (c) above, what was the itemised expenditure?
 - (e) In the first three quarters of each financial year, how many marketing and advertising campaigns were undertaken?
 - (f) For each of the campaigns mentioned in (e) above:
 - (i) What is the total cost?
 - (ii) What is the itemised cost of design, production and display/publication?
 - (iii) Who recommended design, production and display/publication?
 - (iv) Who approved design, production and display/publication?
 - (v) Who undertook design, production and placement of advertisements?
 - (vi) Were any expressions of interest, quotes/tenders or certificates of exemptions called for or issued?
 - (vii) If the answer to (f)(vi) above is “yes” what are the details?

2. In relation to the CMB, in the first three quarters of 2014/15 and 2015/16:
 - (a) Were any focus groups, opinion polls or surveys conducted?
 - (b) If so, what was the purpose and cost of each focus group, opinion poll or survey?
 - (c) Who recommended and who approved expenditure for each focus group, opinion poll or survey?

- (d) For each focus group, opinion poll or survey, were any expressions of interest, quotes/tenders or certificates of exemptions called for or issued?
- (e) If the answer to (d) above is “yes” what are the details?
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ANSWER

Thank you for your question.

I will ask the Department to prepare all of the material you have asked for, to be ready to present at the Estimates Committee Hearings, should you wish to ask at that time.

This will avoid unnecessary duplication of work for the Department.