

WRITTEN QUESTIONS

7th Assembly

26/08/1994

11. Departmental Advertising/Promotion

Mr. BAILEY to MINISTER for PRIMARY INDUSTRY and FISHERIES

QUESTION

1. What promotions of the Northern Territory's history, attractions or resources in any form, including electronic media advertising, books and general printed matter, have been funded by the Department of Primary Industry and Fisheries or any of its agencies, where the person or body engaged was not a full-time employee of a Government Department or agency in the periods:
 - (a) 1 July 1992 to 30 June 1993; and
 - (b) 1 July 1993 to 30 June 1994.
2. What were the titles of all the promotions referred to in question 1.
3. What was the total amount spent on the promotions referred to in question 1 by the Department of Primary Industry and Fisheries or its agencies.
4. Of the promotions referred to in question 1, which were assisted by:
 - (a) payments in advance;
 - (b) use of Government facilities at no charge; and
 - (c) use of Government administration support at no charge.
5. What was the total value of the assistance rendered in each promotion.
6. Which of the promotions contained provisions for payment of future royalties to the person or body responsible for carrying out the promotion.
7. How many and in which of the promotions were there provisions for the costs incurred by the Northern Territory Government, or its agencies, to be offset against future royalty income.
8. In how many, and in which of the promotions, were expressions of interest or tenders called before a person or body was engaged to carry out that promotion.
9. Was Mr Frank Alcorta engaged for any of these promotions; if so, how much was he paid.

10. During the last five years has Mr Frank Alcorta been engaged to carry out any work for the Department; if so, what are the details of the method and procedure of that engagement, including dates, remuneration, the nature of the engagement and whether it went to tender.

ANSWER

Answered on 14/05/96

1. (a) Printing and publication of the Fishtails newsletter.
(b) Writing of a promotional magazine Profile.
(c) Article writing for the promotional campaign Territory Fresh is Best.
(d) Filming of camels in preparation for the production of a video on camel handling.
(e) Design and fabrication of electrical map for display of export markets.
(f) Camel Production Commercial.
(g) Advertising on electronic board game.
(h) Promotion of the Northern Territory on Rex Hunt Fishing Show.
(i) Promotion of the Northern Territory on Greg Norman Show.
(j) Barramundi Classic filming - Darwin Game Fishing Club.
2. (a) Fishtails;
(b) Profile;
(c) Territory Fresh is Best;
(d) Camel Handling video;
(e) The World;
(f) Camel Commercial;
(g) Rex Hunt Fishing Australia;
(h) Show Promotion - Rex Hunt Show;
(i) Show Promotion - Greg Norman Show; and
(j) Barramundi Classic.
3. (a) Fishtails; \$3,087
(b) Profile; \$4,900
(c) Territory Fresh is Best; \$8,080
(d) Camel Handling video; \$1,187
(e) The World; \$7,440

(f) Camel Commercial;	\$5,500
(g) Rex Hunt Fishing Australia;	\$8,000
(h) Rex Hunt Show;	nil
(i) Greg Norman Show; and	nil
(j) Barramundi Classic.	nil
 TOTAL	 <u>\$38,194</u>

4. (a) Nil
 - (b) Rex Hunt Fishing Australia
Rex Hunt Show
Greg Norman Show
Barramundi Classic
 - (c) Rex Hunt Fishing Australia
Rex Hunt Show
Greg Norman Show
Barramundi Classic
5. Rex Hunt Fishing Australia \$8,000
6. Rex Hunt Fishing Australia.
7. Not applicable.
8. Nil. The value of the work was under \$500 or the nature of the work was exempt from public tender.
9. No.
10. No.