

# WRITTEN QUESTIONS

## 7th Assembly

10/10/1994

20. "The Territory - Made Great by Territorians" Publication

Mr. EDE to MINISTER for CHIEF MINISTER

### QUESTION

1. What was the total cost of production for the advertising series "The Territory. Made Great by Territorians".
2. How many advertisements were produced for this publication.
3. Which advertising agency was used to produce those advertisements.
4. Which other Territory-based companies were involved in the production of those advertisements.
5. What was the total cost of placement of those advertisements from:
  - (a) 1 January 1994 to 31 May 1994;and
  - (b) 1 June 1994 to 31 August 1994.
6. What amount of funds have been allocated to the placement of those advertisements from 1 September 1994 to 31 December 1994.

### ANSWER

Answered on 10/05/95

1. \$220 944.25.
2. Three television advertisements.  
One radio advertisement.
3. Advance Advertising.

4. Advance Advertising in turn made their own arrangements to maximise the use of Territory people in pre-production work including filming. Persons employed by Territory firms were used. The camera crew stayed in Territory hotels and hired vehicles owned by Territory companies during the pre- production phase.

5. (a) \$59 590.00.  
(b) \$20 199.03.

6. \$13 704.00.