

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY
WRITTEN QUESTION

Minister for Tourism, in relation to the portfolio areas within Tourism NT –
Generic Estimates Questions

Mr Westra van Holthe to MINISTER for Tourism, in relation to the portfolio areas within Tourism NT

#Note: All HR Questions are as of Pay Cycle 20, 30 March 2011

Human Resources:

1. What is the NTG FTE Cap for your Agency?

Answer: 137 FTEs

2. As of 30 March 2011, what is the current FTE staffing of the department, by level?

Answer

Table: Staffing numbers as at 30 March 2011 by classification

Classification	FTE total
AO2	4.2
AO3	3.4
AO4	15.7
AO5	16
AO6	16.7
AO7	12.4
BM (Board Member)	1
EO1C	5
EO2C	1
EO4C	1
EO6C	1
NT Holiday Consultant	7.6
NTTC1	9.9
NTTC2	9.4
NTTC3	4
NTTC4	3
SAO1	7
SAO2	5.3
NTPSA (Apprentice)	0.8
TOTAL	124.4

3. Is this figure in line with the NTG FTE Cap? - If not, please explain

Answer: Yes.

4. How many permanent positions are there in your department?

Answer: 100 for Tourism NT; 46 for Territory Discoveries. This reflects permanent positions not FTEs.

5. How many of these positions were nominally filled and how many were filled by persons acting in positions or are temporary appointments?

- Please separate by permanent/temporary/acting by level

Answer

Table: Positions filled nominally or by persons acting by classification (actual staff, not FTEs)

Classification	Permanent employees held in nominal positions	Permanent employees acting in temporary positions	Temporary employment contracts
AO2	2	0	3
AO3	2	1	1
AO4	11	5	4
AO5	11	4	3
AO6	10	5	3
AO7	9	3	3
BM	0	0	6
EO1C	0	0	4
EO2C	0	0	1
EO4C	0	0	1
EO6C	0	0	1
NTHC	6	0	3
NTTC1	6	1	5
NTTC2	3	5	17
NTTC3	5	0	1
NTTC4	2	2	1
SAO1	3	3	2
SAO2	4	0	1
NTPSA	0	0	1
Total	74	29	61

Executive Contract Officers, Board Members and Apprentice positions are truly temporary in nature. If these designations are excluded, 69% of Tourism NT positions were filled by permanently appointed staff and 31% filled by staff on temporary contract.

6. What was the turnover rate of staff in the Agency in 2010?

Answer

Table: Staff turnover

2009-10 actual	35.0%
2010-11 estimated	30%

These figures reflect the proportion of resignations and retirements against average FTE staffing numbers and do not include casual cessations or staff employed on contract who leave at the conclusion of their contract.

7. What is the rate per level?

Classification	Turnover rate
AO4	19%
AO5	37%
AO6	24%
EO6C	100%
NTHC	79%
NTTC1	61%
NTTC2	96%
NTTC4	33%
NTTC5	100%
NTPSA	100%

Note: Turnover rate is calculated based on number of separations at each level divided by FTE numbers at each level from Q2.

8. How many vacant positions are there in the Agency as a whole?

Answer: As at 30 March 2011, 10 for Tourism NT; 12 for Territory Discoveries.

9. How long, in total days, have nominal positions been vacant in the department?

Answer: This data is not readily available. Tourism NT strives to fill positions as quickly as possible when vacancies occur.

10. How many staff are currently employed on a temporary contract?

Answer: 61 includes Board members and casual staff. Tourism NT is committed to advertise permanent vacancies, however where staff are absent on maternity leave or on temporary promotion to another Agency, positions can only be filled on a temporary contract.

11. In the period 30 March 2010 to 30 March 2011, how many temporary contracts have been extended, broken down by level and the number of times extended?

Answer

Table: Recruitment Management System data

Classification	Extended Once	Extended Twice	Total
AO2	5	1	6
AO4	1	0	1
AO5	1	1	2
SAO2	1	0	1
Total	8	2	10

12. In the period 30 March 2010 to 30 March 2011, how many positions have been advertised by “expression of interest”?

Answer: Five positions.

13. In relation to all vacant positions, what is the breakdown of recruitment actions by:

- Selection process commenced and
- Selection process (including position advertising) not commenced

Answer: As 30 May 2011 Tourism NT has 6 positions vacant, 3 of which have been advertised. Territory Discoveries is currently advertising for positions in both Product and Reservations.

14. Per position level, what is the average length of time taken for recruitment from advertising to successful applicant?

Answer

Table: Recruitment Management System data

Classification	Average days to fill
AO3	56
AO5	38.5
AO7	54
SAO1	61
SAO2, ECO1	47
Overall average	50.4

15. What is the number of positions that have been filled by the recruitment of an existing public servant, and how many from the general public?

Answer: Of applicants declaring this information on their applications, five existing public servants have been recruited by Tourism NT and five positions have been filled from the general public.

16. In 2010, how many positions have been reclassified in the department? What are the level of those positions?

Answer: One position was evaluated at AO7 level where previously it was SAO1. All other positions evaluated have remained at consistent levels.

17. How many permanent supernumerary unattached employees do you have in your agency? What levels are they?

Answer

Classification	Actual staff
AO3	1
AO4	2
AO6	2
NTTC 1	1
NTTC 2	3
NTTC 3	1
NTTC 4	1
SAO1	1

Permanent employees have the same job security and conditions regardless of whether they have a position number attached to them or not. All Agency staff are meaningfully employed in dedicated roles. The five Administrative Officer staff noted above are unattached while positions are created under the Job Evaluation System.

18. How many unattached employees have successfully gained nominal positions within the agency or gained employment in another agency in 2010.

Answer: This data is not available. All Agency staff are meaningfully employed in Tourism NT and are assured of ongoing employment.

19. How many have resigned?

Answer: This data is not available.

20. What is the average length of stay of staff in the department? Please break this down by position level.

Answer

Classification	Average length of service (years)
AO2	1.47
AO3	2.55
AO4	2.15
AO5	1.38
AO6	2.01
AO7	2.79
SAO1	2.93
SAO2	6.97
ECO1	4.40
ECO2	3.80
ECO4	7.02
ECO6	0.16
NTHC	1.82
NTTC1	2.72
NTTC2	4.33
NTTC3	4.92
NTTC4	5.11
NTPSA	0.56

Average length of service is derived from the current continuous period of service in Tourism NT divided by the total number of actual staff (not FTEs).

21. How much has been spent to date on advertising employee positions, and can you provide a breakdown of these costs?

\$60,772 to end of May 2011. Providing a breakdown of advertising costs into NT based versus interstate or online media would require substantial amounts of personnel time to reconcile, however the majority of costs are associated with advertising in the *NT News*.

A breakdown by section is provided below.

Division	Amount
Business Tourism	\$3,170.06
Corporate Services	\$5,125.91
Destination Development	\$10,373.43
Marketing and Communication	\$39,197.05
Strategic Services	\$2,905.73

Source: GAS

22. In relation to Apprentices and Graduates, in 2010:

- How many graduates started with the department
- How many have completed the year
- How many how won nominal positions
- How many have left the NTG, and what was the length of time each stayed within the NTG before leaving?

Answer:

One apprentice and no graduates.

None have completed their year.

None have won a nominal position.

The apprentice was successful in applying for an AO2 position in another Agency. She stayed approximately six months before departing.

23. In relation to Indigenous Employees, in 2010:

- How many employees do you have in your department that recognise themselves as indigenous?
- What are the levels of their positions held?
- How many at each level?
- How many are tenured and at what level?
- How many are temporary and at what levels?
- How many are acting up in positions and at what level?
- How many have completed the year?
- How many have left the NTG?

Answer:

Three employees have voluntarily identified themselves as being of Indigenous or Torres Strait Islander decent in the MyHR system.

Levels: 1 x AO4, 2 x NTTTC1. All three positions are permanent.

None of these employees are in temporary positions and none are acting up in positions.

All have completed the year.

None have left the NTG.

24. In relation to NTPS staff as of 30 March 2011:

- What is the total amount of accrued leave in the department, broken down by level, long service leave and recreation leave
- What is the financial value of that leave?
- What is the highest individual amount of accrued leave at each position level?

Answer

Classification	Accrued long service leave (months)	Accrued long service leave (\$ value)	Highest individual amount accrued (months)	Accrued Recreation leave (days)	Accrued recreation leave (\$ value)	Highest individual amount accrued (days)
AO2	2.76	\$6,600.76	1.57	80.31	\$8,989.12	39.43
AO3	1.44	\$3,064.83	1.20	32.96	\$6,483.75	15.06
AO4	18.84	\$89,236.48	2.42	367.9	\$82,335.96	53.50
AO5	8.53	\$45,197.75	1.55	279.12	\$70,450.10	36.08
AO6	18.41	\$112,639.94	6.70	339.37	\$95,979.89	46.50
AO7	18.48	\$126,845.72	4.52	295.76	\$97,780.06	64.64
SAO1	9.03	\$68,236.13	2.12	359.98	\$129,559.81	100.00
SAO2	10.32	\$78,556.40	3.82	111.44	\$43,984.31	48.61
ECO1	3.69	\$54,663.73	2.25	98.26	\$68,267.16	42.18
ECO2	2.85	\$48,224.85	2.85	23.46	\$18,259.29	23.46
ECO4	2.07	\$41,829.23	2.07	70.07	\$64,981.94	70.07
ECO6	0.02	\$599.21	0.02	4.17	\$4,598.31	4.17
NTHC	4.63	\$15,717.01	1.42	126.09	\$19,746.58	33.17
NTTC1	8.32	\$30,573.94	1.77	242.94	\$44,408.06	54.87
NTTC2	12.39	\$52,461.91	2.30	152.25	\$32,346.02	27.79
NTTC3	7.35	\$41,444.76	3.11	115.60	\$31,187.43	39.63
NTTC4	7.22	\$62,899.07	2.95	97.65	\$43,745.09	45.89
NTPSA	0.15	\$183.88	0.15	9.62	\$542.45	9.62
Total	136.50	\$878,975.57		2,806.96	\$863,645.33	

- What is the current total of sick leave entitlement of employees in the department?
- How many days sick leave were taken in 2010?

Answer

Classification	Total sick leave entitlement (weeks)	Total sick leave taken (days)
AO2	22.75	28.03
AO3	10.24	1.00
AO4	119.02	62.97
AO5	76.15	83.34
AO6	134.22	123.90
AO7	164.89	55.11
SAO1	80.23	2.00
SAO2	88.28	8.66
ECO1	68.54	33.46
ECO2	48.90	3.00
ECO4	20.42	1.00
ECO6	0.00	2.24
NTHC	20.64	49.35

Classification	Total sick leave entitlement (weeks)	Total sick leave taken (days)
NTTC1	60.70	31.54
NTTC2	74.94	50.90
NTTC3	61.35	25.73
NTTC4	122.04	5.74
NTPSA	0.00	9.00
Total	1,173.32	576.97

25. In relation to Contract (ECO1 and above) staff as of 30 March 2011:
- What is the total amount of accrued leave in the department, broken down by level, long service leave and recreation leave?
 - What is the financial value of that leave?
 - What is the highest individual amount of accrued leave at each employee level?
 - What is the current total of sick leave entitlement of employees in the department?
 - How many days sick leave were taken in 2010, at each employee level?

Answer: Incorporated in tables for question 24.

26. How many employees have utilised section 52.8 Cash-out of Leave – (Recreation Leave), under the NTPS 2010-2013 Enterprise Agreement?
- Break down by level and amount of leave

Answer: One AO6 employee accessed this entitlement to cash in ten days leave.

27. How many employees have utilised section 55.3 (b) Long Service Leave cash out of 10 years, under the NTPS 2010-2013 Enterprise Agreement?
- Break down by level and amount of leave

Answer: None.

28. As at 30 March 2011 has the CEO directed any employee under section 52.7 Excess Leave of the NTPS 2010-2013 Enterprise Agreement to take leave?
- Break down by level and the amount of leave taken

Answer: No.

29. As at 30 March 2011 has the CEO directed any employee under section 55.3 (a) Long Service Leave to take leave?
- Break down by level and the amount of leave

Answer: No.

30. As at 30 March 2011 how many workers are currently on workers compensation? At what level and is there an expected return date?

Answer: None.

31. From 30 March 2010 – 30 March 2011 how many people received workers compensation in 2010, at what position level and geographic location and how long for each person?

Answer: Nil.

32. From 30 March 2010 – 30 March 2011 how many workers are or were on sick leave or extended leave (excluding recreation leave), longer than 3 weeks, at what level, and for what reason? Are there any still on extended leave?

Answer

Classification	Number of staff	Leave type	Returned
AO4	3	All on maternity leave	No
AO5	2	1 leave without pay, 1 maternity leave	1 remains on maternity leave
AO6	1	Leave without pay	No, due back 14/10/11
NTTC2	1	Leave without pay (was on maternity leave)	No, due back 6/12/11
SAO1	1	Maternity leave	No, due back 16/1/12
Total	8		

33. Do you have any personnel under the old Commonwealth superannuation scheme and if so, what is the liability? What are the optimal retirement ages for such staff based on superannuation benefit definitions, what are ages of those people, and what are their position levels in the public service? If there are nurses, teachers or police in the CSS, how many are there, at what level and what are their ages?

Answer: Tourism NT has one employee in this category who is an ECO1 aged 51. Optimum age depends on individual circumstances, however are generally prior to turning 55.

34. Do they still have NTPS public servants who were employed in the 80's and eligible for return flight to Adelaide every 2 years? How many and at what level?

Answer: Tourism NT has one employee in this category employed at ECO1 equivalent.

35. How many complaints have been made in the Department in relation to workplace bullying and harassment?

Answer: None.

Finance:

36. From 30 March 2010 – 30 March 2011, how much has been spent on relocation cost for commencement of employment and either completion or termination of employment (removalists, airfares, accommodation and allowances) in the Department.

Answer: Tourism NT \$43 286; Territory Discoveries \$1 942.

37. Please provide a breakdown per business unit.

Answer

Business unit	Cost
Office of the Chief Executive	\$18 382
Global Distribution Administration	\$532
Global Marketing Administration	\$13 141
Consumer Marketing Administration	\$2 724
PR Media and Administration	\$1 979
Culture Based Tourism	\$1 379
NT Convention Bureau	\$5 149
Tourism NT Total	\$43 286
Holiday Centre	\$1 942
Territory Discoveries Total	\$1 942

38. How much is budgeted for relocation and other appointment and termination expenses in 2010/11.

Answer: Tourism NT \$100 000; Territory Discoveries nil.

39. How much was spent on travel from March 2010 to March 2011, broken down by intrastate, interstate and international fares, accommodation and other expenses?

Answer

Table: Travel expenditure by Tourism NT

	2009-10 (as at 30 April 2010)	2010-11 (as at 30 April 2011)	Variation
Domestic			
<u>Intra-territory</u>			
Accommodation	48 973	38 147	-10 826
Fares	81 936	73 601	-8 335
Travelling allowance	26 484	18 710	-7 774
Intra-territory sub-total	157 393	130 458	-26 935
<u>Interstate</u>			
Accommodation	67 504	57 292	-10 212
Fares	195 639	155 371	-40 268
Travelling allowance	22 395	15 184	-7 211
Interstate sub-total	285 538	227 847	-57 691
<u>Other</u>			
Air, bus and boat charter	770	0	-770
Employee allowance for use of vehicle	0	287	287
Other sub-total	770	287	-483
Domestic total	443 701	358 592	-85 109
International			
Accommodation	18 358	14 246	-4 112
Fares	52 259	45 560	-6 699
Travelling allowance	12 653	3 056	-9 597
International total	83 270	62 862	-20 408
TOTAL	\$526 971	\$421 454	-\$105 517

Table: Travel expenditure by Territory Discoveries

	2009-10 (as at 30 April 2010)	2010-11 (as at 30 April 2011)	Variation
Domestic			
<u>Intra-territory</u>			
Accommodation	684	1 430	746
Fares	633	3 687	3 054
Travelling allowance	5 442	2 375	-3 067
Intra-territory sub-total	6 759	7 492	733
<u>Interstate</u>			
Accommodation	9 348	9 433	85
Fares	34 624	19 344	-15 280
Travelling allowance	11 606	7 155	-4 451
Interstate sub-total	55 578	35 932	-19 646
Domestic total	62 337	43 424	-18 913
International			
Accommodation	1 511	478	-1 033
Fares	905	492	-413
Travelling allowance	142	112	-30
International total	2 558	1 082	-1 476
Other			
Air, bus and boat charter	0	0	0
Employee allowance for use of vehicle	0	927	927
Other total	0	927	927
TOTAL	\$64 895	\$45 433	-\$19 462

40. How much was spent on vehicles by the Department from March 2010 to March 2011?

Answer: Tourism NT \$192 269; Territory Discoveries \$31 801.

41. How many vehicles does the Department have responsibility for?

Answer: Tourism NT 16; Territory Discoveries 3.

42. What is the change, if any, in these vehicle numbers from 2009?

Answer: Tourism NT two less vehicles than 2009; Territory Discoveries no change.

43. What proportion of those vehicles meet the emission standard of 5.5 out of 10 under the Commonwealth Government's Green Vehicle Guide?

Answer: Tourism NT 67%; Territory Discoveries 100%.

44. How many vehicles are home garaged?

Answer: Tourism NT 8 (50%); Territory Discoveries 3 (100%).

45. What position levels have vehicles attached or are allowed to home garage?

Answer

Tourism NT: the following positions are allowed to home garage:

- 1 x ECO4
- 1 x ECO2
- 4 x ECO1
- 1 x SAO2
- 1 x SAO1
- 7 x pool vehicles are unattached to specific positions. 1 x AO5 (Katherine based officer) has an attached vehicle, but this is not home garaged.

Territory Discoveries:

- Business Development Executive QLD
- Business Development Executive NSW
- Business Development Executive VIC.

46. How many credit cards have been issued to department staff?

Answer: Tourism NT 66; Territory Discoveries 13.

47. How many repayment transactions (and the value) for personal items and services are outstanding?

Answer: There are no transactions outstanding for personal items/ services.

Information Technology:

48. How many reports of the improper use of Information Technology have been made?

Answer: None.

49. How many reports resulted in formal disciplinary action?

Answer: Not applicable.

50. How many staff are considered 'Essential' in your Agency, for the purposes of an Emergency eg- Cyclone
- Break down by level

Answer: Tourism NT has an Emergency Response Group comprising of three key staff (ECO1, SAO2 and AO6). . In line with Tourism NT's internal guidelines other staff may be assigned responsibilities at different stages of response and recovery dependent on the size and nature of the emergency event.

Marketing:

51. How much was spent by the Department in 2010 on advertising and marketing programs (and up to 1 April 2011).

Answer: Marketing is a core function of Tourism NT and is reflected as the cost of the Marketing Output: estimated at \$31.070 million in 2010-11 (page 177 of the 2011-12 BP3).

52. What was each of those programs and what was the cost of each of those programs?

Answer: Given marketing is a core function of the Agency, the question needs to be more specific to enable an answer.

Insurance:

53. How much was spent on insurance expenses in 2010, further broken down by worker and employee insurances, physical plant and equipment insurances and other insurances?

Answer

Table: Tourism NT Insurance Expenses

Category	Provider	Due for renewal	Cost
Public liability insurance	AON Insurance	30 June 2011	\$23 310
Broker's fee	AON Insurance	N/A	\$10 000
Worker's compensation insurance for employees who reside interstate	AON Insurance	30 June 2011	\$6 935
Travel insurance for overseas travel	AON Insurance	30 June 2011	\$4 163
Personal accident insurance for non-employees	AON Insurance	30 June 2011	\$519
TOTAL	GST exclusive		\$44 927

Table: Territory Discoveries Insurance Expenses

Category	Provider	Due for renewal	Cost
Public liability insurance	AON Insurance	30 June 2011	\$14 776
Worker's compensation insurance	AON Insurance	30 June 2011	\$36 439
Vehicle insurance	AON Insurance	30 June 2011	\$1 700
TOTAL	GST exclusive		\$52 915

There is no threshold under which insurance is not provided or payment on item replacement.

54. What areas of the department are self-insured? What areas are commercially insured? If there are areas that are commercially insured, who provides this insurance, when is it due for renewal and what is the cost of this insurance provision and does it attract any thresholds under which insurance is not provided or any payments on item replacement?

Answer

The Northern Territory Government applies a self insurance policy for its general government sector insurable risks. The self insurance policy covers property and assets, workers compensation, public liability and professional indemnity related liabilities.

With the Treasurer's approval, agencies may procure commercial insurance cover where a net benefit can be demonstrated. With the exception of workers compensation cover, government businesses and corporations, such as Territory Discoveries, are excluded from the self insurance framework, and are required to purchase appropriate commercial insurance cover.

55. What provision has been made for disaster or major catastrophe insurance?

Answer

The Territory does not purchase reinsurance cover for natural disasters or other insurable risks under the self insurance policy. Instead, the Territory makes provision in the Budget for disaster related events, complemented by the Natural Disaster Recovery and Relief Arrangements (NDRRA) with the Commonwealth to provide assistance for natural disaster events that are outside of the Territory's control and where commercial insurance is not readily available or affordable.

The Territory is currently reviewing its natural disaster insurance arrangements, following changes to the NDRRA announced by the Commonwealth in March 2011.

Any whole of government insurance policy related questions should be referred to the Treasurer.

Climate Change:

56. How many tonnes of CO2 did the department emit in 2010?

Answer

Fleet related CO2 for the 12 months to 31 March 2011 was 40.5 tonnes for Tourism NT; 10.8 tonnes for Territory Discoveries.

Building CO2 emissions for 2009-10 was 271 tonnes CO2 equivalent for Tourism NT.

57. What programs and strategies were introduced to reduce CO2 emissions across the department in 2010?

Answer:

Whole-of-Government initiatives are:

- Establish annual agency fleet emission target as part of an NT Fleet target to reduce emissions by 20% over 5 years.
- Introduce minimum greenhouse emission ratings of 5.5 for passenger vehicles and 3.5 for light commercial vehicles. To be reviewed after 2 years.
- Introduction of functional requirement categories with agencies having to justify requests for vehicles outside the NT Fleet recommended list.
- Introduce incentives for Executive Contractors to select more fuel efficient vehicles appropriate to level which would be cost neutral to Government.
- Option to present to cabinet revised emission standards for years 3 to 5.
- Progress report to be provided to cabinet in 12 months.

Tourism NT's New Vehicle Policy was adopted in March 2010 and goes beyond the minimum requirements of the NT Government's *Greening the Fleet Strategy*. Key elements include:

- ECO vehicles replaced after the policy took effect must have a greenhouse rating of seven or more.
- Other vehicles in Tourism NT's fleet are required to have a minimum 7.5 greenhouse rating, with only exception being for specific purpose vehicles such as 4WDs for bush work.

58. Has a target for departmental CO2 emissions been set for the coming financial year.

- If yes, what % reduction is that from 2010.
- If no, why has a target not been set.

Answer: The fleet related CO2 interim target for each Agency has been set at 2%.

Utilities:

59. What was the cost of power and water to the department in 2010?

Answer

Due to co-location with DBE in Development House, Tourism NT does not pay for power for its Darwin Office. Power for its Sydney Office are paid as part of the lease costs for the building.

Tourism NT and Territory Discoveries do not pay costs for water or sewerage. These are paid as part of the lease costs for the building.

From 1 July 2010 to 31 March 2011, Territory Discoveries paid \$36 091 for power. This included the entire Peter Sitzler Building in Alice Springs and its Brisbane Office.

60. What is the projected cost for power and water to the department in 2011?

Answer: For 2011-12, \$35 000 has been budgeted for power by Territory Discoveries. This reduction is due to energy saving initiatives that have been installed in the Peter Sitzler Building this financial year.

Public Events:

61. List the public events/conferences/forums that were sponsored by the department from 1 January 2010 to 1 April 2011 and what are projected for 2011/12?

Answer

Table: Conferences Sponsored in 2010-11

Details	Region	Value
Pacific Asia Indigenous Tourism Conference sponsorship	National	\$22 000
Savannah Guide School 2011 sponsorship	Top End	\$5 500
WAITOC Indigenous tourism conference sponsorship	National	\$12 500
Forum partner Sponsors IED Forum 2011 in Darwin	NT wide	\$16 500

Table: Public Events Sponsored in 2010-11

Details	In-Kind	Value
NT Brolga Awards (total NTG investment, not all "sponsorship")		\$177 000
Darwin Festival		\$35 000
Garma Festival		\$5 000
Alice Desert Festival	\$19 000	\$11 000
Beanie Festival		\$7 980
Camel Cup	\$7 000	\$3 000
Henley on Todd	\$5 000	\$15 000
Mountain Bike Enduro race		\$5 500
Darwin Film Festival		\$1 972

\$100 000 has been budgeted in 2011-12 for sponsorship of public events based on an application process (two rounds per year: January and June). Applications will be assessed and approved based on Tourism NT's sponsorship policy.

62. What is the level of sponsorship provided in terms of financial support or in kind support?

Answer: Response incorporated into detail provided at question 61.

Advertising:

63. What is the department's budget for advertising for the 10/11 reporting year?

Answer: Advertising is one of the five major modes of marketing communications which Tourism NT uses to promote the Northern Territory as a tourism destination to consumers. Total global media spend in 2010-11 is estimated at \$6.7 million.

64. How much is year to date expenditure? Please breakdown into newspaper, radio and TV?

Answer

Table: Tourism NT Estimated 2010-11 Global Media Spend by Medium

Medium	AUD
TV	\$3,067,256
Magazines	\$714,043
Newspapers	\$137,067
Outdoor	\$524,308
Cinema	\$272,325
Internet	\$2,045,421
Total	\$6,760,420

65. What advertising campaigns have been undertaken or will be undertaken by the department in 2010/11?

Answer: Tourism NT undertakes hundreds of individual marketing campaigns each year. It is not feasible to provide a listing of all activity. Examples of key activities include:

- Global Red Centre campaign
- Global Kakadu campaign
- Oprah Great Aussie Adventure Sale - The Americas
- Pan European Etihad campaign – UK, Germany, Italy and France
- Asia Gateway campaign - Singapore
- Ctrip Digital campaign - China
- Global Yahoo Branded Video Destination (BVD) partnership.

66. In 2010 how many consultancies were let in the year, at what cost, how many were NT firms and how many interstate and what was the value of those intra-territory and those interstate?

Answer

Table: Tourism NT Consultancy Contracts over \$15 000 awarded 1 July 2010 – 30 April 2011

Ref	Description	Award Details	Cost
10-0863	Feasibility Study into the Charter Opportunities Between the Northern Territory and the Pearl River Delta Region of China. Select quotation.	Aspirion Consulting Pty Ltd Sydney, NSW	\$27 253
11-0158	Commercial Terms for Developments in NT Parks and Reserves. Public Tender.	KPMG Brisbane, QLD	\$91 500
	TOTAL	2 PROJECTS	\$118 753

No consultancy contracts over \$15 000 were awarded by Territory Discoveries during the 2010-11 year.