

Estimates Committee 2003
Questions Taken On Notice

(01/10/2002 to 01/10/2004)

Date: 06/27/2003

Output:

Sub Output:

Subject: Paid advertising or promotion by the commission in 2002-03

From:Ms CARNEY to Dr Christopher BURNS
Minister for Tourism

9-2

Question:

What was the total cost of paid advertising or promotion by the commission in 2002-03, including a breakdown of all forms of media. A follow up question may also need to be on notice based on the fact that the minister does not know the answer to that question, and that is what were the target audiences by age group and other category, for instance, drive, market in respect of that advertising?



Legislative Assembly of the Northern Territory
Estimates Committee 2003

Telephone: 8946 1438

Facsimile: 8981 6158

e-mail: pac.la@nt.gov.au

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Registration No.: 9.2
Responsible Minister: Minister for Tourism
Responsible Agency: Northern Territory Tourist Commission

WRITTEN QUESTION

FROM: Ms Carney MLA
Member for Araluen

Tel.: 8951 5588

TO: Minister responsible for Tourism (Burns)

Question

What was the total cost of paid advertising or promotion by the Commission in 2002/03, including a breakdown of all forms of media?

ANSWER

[Output Group to which the Question refers]: Tourism, Marketing

This question is rather unspecific as the terms "paid advertising" and "promotion" are being used interchangeably.

If the question is asking the total amount spent by NTTC on advertising and promotion of the Northern Territory, this is integral to the NTTC's business and its marketing function. The budget for the marketing output is provided on pg 263 of BP3 and is \$21.777M for 2002/03. "Promotion" encompasses items other than media purchase, including public relations, familiarisations, market research, online marketing, pre-production costs etc and hence a media breakdown cannot be provided.

If the question is asking the total amount spent by NTTC on purchasing advertising space in 2002/03, the following information is provided, which includes both the domestic marketing communications division and the unstructured division.

TV advertising purchase	\$767,276
Newspaper advertising purchase*	\$1,216,577
Magazine advertising purchase	\$238,498.32
Outdoor advertising purchase	\$258,259
Radio advertising purchase	\$59,180

* Of the newspaper advertising, \$350,000 related to the Arafura Recovery initiative, for which the budget lay with Sport and Recreation, rather than with NTTC.

The NTTC spends a considerable portion of its domestic marketing budget in a cooperative manner with other organisations to purchase advertising space. Cooperative campaigns typically include various advertising media and because the NTTC contributes a portion of the overall spend, it is often impossible to attribute the NTTC's share to one or more media type. For example, in 2002/03 the NTTC contributed \$200,000 towards a \$1.3M cooperative campaign with Great Southern Railways to promote the extension of The Ghan to Darwin and the campaign included TV, newspaper, magazine, online and PR elements. In 2002/03, the NTTC's domestic expenditure on cooperative advertising was \$986,043.

Likewise, the NTTC's international marketing budget is largely expended in a cooperative manner with wholesalers, airlines, the Australian Tourist Commission and other State Tourism Organisations, in order to leverage the maximum benefit to the NT from its investment. In 2002/03, the budget for the NTTC's international division was \$5.192M.