

Estimates Committee 2013
Questions Taken On Notice

(18/06/2013 to 27/06/2013)

Date: 25/06/2013

Output:

Sub Output:

Subject: Advertising and Marketing Promotion

From:Mr Gerry Wood to Hon Matthew Conlan
Tourism NT

Question: **8-3** Minister would you be able to provide the total costs for advertising and marketing promotion over the last two financial years.

Answer:
Answered On: 10/07/2013



Legislative Assembly of the Northern Territory
Estimates Committee

Telephone: 8946 1485

e-mail: Estimates.LA@nt.gov.au

SECRETARIAT USE ONLY

Registration No.:
Responsible Minister:
Responsible Agency:

QUESTION ON NOTICE

FROM: Mr Gerry Wood, Member for Nelson
TO: Hon Matthew Conlan, Minister for Tourism and Major Events

Tel.:

Question 8-3: Provide the total costs for advertising and marketing promotion over the last two financial years.

ANSWER

Table: Advertising and Marketing Expenditure (Operational Expenditure), 1 September to 31 March

Cost Code / General Ledger Detail	2010/11	2011/12	2012/13
Advertising	\$7 212 023	\$5 208 982	\$4 286 128
Magazines/ Journals	\$489 061	\$273 085	\$30 060
Newspapers	\$79 001	\$316 651	\$145 817
Online	\$1 897 103	\$1 021 120	\$955 590
Outdoor (Banners)	\$337 766	\$381 595	\$400 965
Radio		\$2 669	\$367 876
Television	\$2 765 930	\$1 782 818	\$1 551 471
Cooperative Advertising	\$1 259 012	\$1 115 422	\$568 554
Advertising Agency Fees	\$384 150	\$315 622	\$265 795
Marketing and Promotion	\$3 747 039	\$3 538 898	\$4 938 262
Displays	\$1 950	\$314	
Events and Exhibitions	\$810 963	\$702 304	\$763 142
Marketing Research	\$546 467	\$491 338	\$383 866
Brochures/ Leaflets	\$61 381	\$62 951	\$66 719
Promotional Merchandise	\$25 127	\$16 576	\$8 482
Media Monitoring	\$17 887	\$26 249	\$15 190
Other	\$872 614	\$983 467	\$2 385 706
International Representation	\$1 165 791	\$1 002 792	\$1 164 441
Industry Support	\$244 859	\$79 685	\$138 770
Public Relations		\$173 222	\$11 946
Advertising and Marketing Total	\$10 959 062	\$8 747 880	\$9 224 390

NB: Please note "Advertising Agency Fees" were incorrectly included under Marketing and Promotion in the Estimates brief. They have been correctly included under Advertising in the table above. The total Marketing spend for 2012/13 has not changed.