

Estimates Committee 2009 Questions Taken On Notice

(16/6/2009 to 19/6/2009)

Date: 16/06/2009 Output: Agency Specific
Sub Output: Whole of Government

Subject: NTPFES - advertising costs - recruitment campaigns

From: Mr Terry Mills to Chief Minister Paul Henderson
Northern Territory Police Fire and Emergency Services

Question: 3-8
Who was contracted to do the do the artwork, print and visual and audio platforms for the advertising campaign.

Answer:
Answered On: 06/07/2009
Answer: First, it is important to clarify that the NT Government 'Core Services' recruitment campaign which included police recruitment was not managed or funded by NT Police as this was coordinated by the Department of the Chief Minister. This was a general, mass media campaign run in the NT only to attract local residents to policing, teaching and nursing jobs. This was complementary to National, specific squad recruitment campaigns which are managed and funded by NT Police.

A number of advertising campaigns are conducted throughout the year for Police recruitment, including Constables, experienced Officers from interstate and Aboriginal Community Police Officers, each requiring their own campaign messages and campaign mediums.

Campaign management is completely in-house, as is most of the artwork, print bookings and photography.

Where work was outsourced, the following companies were contracted over the 2008/09 financial year:

- § Artwork – Big Picture Graphics;
- § Print – HMA Blaze;
- § Photography – Sally Carrington;
- § Audio – Hot 100 (Darwin) and Sun FM (Alice Springs) have produced radio commercials;
- § Television commercial – Media Easy; and
- § Electronic Recruitment Campaign – Employment Office.