

ESTIMATES COMMITTEE

Question Taken on Notice

Date: 12 June 2019

Subject: NT News Advertising Expenditure

From: Mr Jeff Collins MLA

To: Chief Minister

Agency: Department of the Chief Minister

Number: 3.6

Question: How much did the Department pay to the NT News in the last year and what is the forecast spend for 19-20, bearing in mind there are three separate entities, the Sunday Territorian, Darwin/Palmerston Sun, Centralian Advocate and the NT News and whether the relationship is an ad hoc relationship or whether there is an ongoing contractual relationship?

Answer: In the estimates period for 2018-19 (1 July 2018 to 31 March 2019), the Department of the Chief Minister (DCM) spent \$333 016 with the NT News, The Sunday Territorian, the Centralian Advocate and the Darwin/Palmerston Sun. This amount includes expenditure both in newsprint and online formats.

DCM procures its advertising through the across Government contract for media services, currently held by Atomic 212, who do bookings on behalf of all NT Government departments.

In regards to an expected 2019-20 expenditure, DCM does not forecast any specific expenditure with a media owner, such as News Limited (NT News). Each advertising requirement will be briefed to Atomic 212 through the year and allocated to the most optimal media channels to suit the communication objectives. In addition, there would be the need for print advertising for “unscheduled activities”, such as cyclones, recruitment and bereavement notices, that are difficult to forecast.