

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Hickey

to Minister for Parks and Wildlife

Advertising by Agencies

1. What was the amount of funds spent by your Department on advertising since 1 July 1996.
2. What form of advertising and how much was spent in each category eg, television, print etc.
3. What are the name(s) of advertising agencies or consultant companies used to prepare these advertisements.
4. What was the amount of money spent on advertisements in which the Minister appeared (in the case of television) or his photograph appeared.

ANSWER

When answering please return 2 copies to The Clerk of the Legislative Assembly

1. \$207,180.28
2.

Cinema and Television	\$58,600.30
Radio	\$11,955.00
Print	\$136,624.98
3.
 - First Class (NT) Pty Ltd
 - Presentations
 - Total Advertising and Communications (NT) Pty Ltd
 - Big Picture Graphic Art
 - Azure Graphics Pty Ltd
 - Neville Jeffress Advertising
 - Advance Advertising
 - Channel 8 Territory Television
4. Centralian Advocate congratulatory advertisement for the opening of the Alice Springs Desert Park \$159.68.