

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Health

Advertising and Promotions

1. How much was spent on behalf of your Department of Health and Community Services on advertising/promotional activities/videos/DVD's/brochures and general printed matter in 2004-05.
2. Please provide a month by month breakdown of spending, and projects/programs that this spending was for.

ANSWER

1. A total of \$606093 was spent on advertising and promotional material in 2004-2005 and \$1 094 007.87 on printing.
2. Expenditure for particular projects/programs occurs across monthly reporting periods so therefore time consuming to ascertain month by month breakdown of spending, and projects/programs that this spending was for.
A monthly breakdown on advertising and promotional material is provided, along with expenditure on key activities during 2004/05.

Month by month

July 2004	\$27668
August 2004	\$43258
September 2004	\$15534
October 2004	\$20136
November 2004	\$16702
December 2004	\$47837
January 2005	\$38512
February 2005	\$25006
March 2005	\$70059
April 2005	\$88227
May 2005	\$45973
June 2005	\$167181*

*Traditional high level of expenditure due to payment of outstanding invoices prior to close of ledger

Expenditure by program

Aged and Disability Program	\$21431
Alcohol and Other Drug Program	\$98896
Centre for Disease Control	\$40012
NT Health Direct	\$23199
Corporate Communications (including	

Show Circuit, Nursing and Midwifery Awards, death notices, Building Healthier Communities)	\$54788
Nursing Recruitment	\$147072
Office of Aboriginal Health, Families and Social Policy	\$17538
Family and Children's Services	\$55971
Health Development and Oral Health	\$42071
Palmerston Services Project	\$24171
People and Organisational Learning (including Studies Assistance ads)	\$25479
All other DHCS programs	\$55465