

Legislative Assembly Written Question Number 50 – Advertising / Information Campaigns

Ministerial portfolio: Justice and Attorney-General

Notes:

1. Costs are GST inclusive
2. Costs have been rounded to the nearest dollar
3. "Expenditure Occurred" reflects the invoice date or advertising schedules, not when the invoice was processed
4. Campaign costs do not include public notices issued in accordance with statutory requirements

Financial year 2006 / 2007, costs commencing January 2007

Name of campaign	Item	Company	Medium (if applicable)	Cost	Expenditure Occurred
Breaking the Cycle (to inform stakeholders and the public about strengthening Community Corrections and the Community Safe NT initiative) (total \$23,486)	Letterbox drop (brochure)	GPO	Brochure	\$17,844	March 2007
	Fact sheets	GPO	Fact Sheets	\$960	April 2007
	Brochure (reprint)	GPO	Brochure	\$4,682	April 2007
	Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation	Nil	n/a	N/A	N/A
	Radio ads	Territory FM	Radio	\$1,100	August 2007
	Radio ads	Sun FM/8HA	Radio	\$1,518	August – September 2007
	Radio ads	Mix 104	Radio	\$1,641	August – September 2007
	Press ads	Katherine Times	Press	\$495	August 2007
	Press ads	Arafura Times	Press	\$323	August 2007
	Press ads	NT News	Press	\$2,861	August 2007
Crime Victims Services Unit (CVSU) (to raise awareness of the new victims of crime compensation scheme and the CVSU) (total \$9,013)	Press ads	Centralian Advocate	Press	\$314	August 2007
	Press ads	Tennant & District Times	Press	\$262	August 2007
	Press ads	Katherine Times	Press	\$248	September 2007
	Press ads	Tennant & District	Press	\$250	September 2007

Name of campaign	Item	Company	Medium (if applicable)	Cost	Expenditure Occurred
CVSU (cont.)	Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation	Times	n/a	N/A	N/A
		Nil			

Financial year 2007 / 2008

Name of campaign	Item	Company	Medium (if applicable)	Cost	Expenditure Occurred
Parental Responsibility (to raise awareness of parental responsibility agreements across the NT) (total \$73,378)	Letterbox drop (brochure)	GPO	Brochure	\$18,791	April 2008
	Artwork design	Sprout	Brochure, poster	\$1,600	April 2008
	Poster	GPO	Poster	\$3,471	May 2008
	Radio ads	Hot 100/Mix 104	Radio ads	\$5,692	May 2008
	Radio ads	8HA	Radio ads	\$543	May 2008
	Radio ads	8HA	Radio ads	\$86	May 2008
	Radio ads	SUN FM	Radio ads	\$86	May 2008
	Radio ads	SUN FM	Radio ads	\$86	May 2008
	Radio ad production	Cutting Edge	Radio ads	\$1,774	May 2008
	Radio ads	CAAMA	Radio ads	\$2,871	May 2008
	Radio ads	Mix 104	Radio ads	\$132	May 2008
	Radio ads	Mix 104	Radio ads	\$1,045	May 2008
	Radio ads	Hot 100	Radio ads	\$253	June 2008
	Letterbox drop (brochure)	GPO	Brochure	\$253	June 2008
	Radio ads	Hot 100	Radio ads	\$19,160	June 2008
	TVC production	Simon Says Television	TVC	\$4,929	June 2008
	TVC	Ch7 Central	TVC	\$2,587	June 2008
TVC	Ch7 Darwin	TVC	\$2,231	June 2008	
TVC	Ch9	TVC	\$3,759	June 2008	
Radio ads	CAAMA	Radio ads	\$1,320	June 2008	
Radio ad production	Cutting Edge	Radio ads	\$269	June 2008	
Radio ads	Hot 100	Radio ads	\$2,526	June 2008	

Name of campaign	Item	Company	Medium (if applicable)	Cost	Expenditure Occurred
Parental Responsibility (cont.)	Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation	Nil	n/a	N/A	N/A
Misuse of Drugs Act (to raise awareness of increased penalties for supplying drugs to Indigenous communities) (total \$30,883)	Radio ads (including Indigenous languages)	CAAMA	Radio ads	\$7,605	June 2008
	Radio ads (including Indigenous languages)	TEABBA	Radio ads	\$8,309	June 2008
	Radio ads	Territory FM	Radio ads	\$1,958	June 2008
	Radio ads	Hot 100/Mix 104	Radio ads	\$6,011	June 2008
	Radio ads	Radio Larrakia	Radio ads	\$7,000	June 2008
	Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation	Nil	n/a	N/A	N/A
	Pornography Classification Education (to raise awareness of the pornography classification scheme in remote Indigenous communities) (total \$26,788)	Storyboard design	Adzu	Storyboard	\$3,793
Storyboard design		Adzu	Storyboard	\$1,572	February 2008
Posters		GPO	Posters	\$3,935	May 2008
Storyboard		GPO	Storyboard	\$14,100	May 2008
Posters		GPO	Posters	\$736	May 2008
Poster design		Adzu	Posters	\$2,652	June 2008
Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation		The content of the storyboard was developed in consultation with the Indigenous Men's Group and was focus tested with this group.	Storyboard	Nil	N/A

Financial year 2008 / 2009, costs incurred up to 13 March 2009

Name of campaign	Item	Company	Medium (if applicable)	Cost	Expenditure Occurred	
<i>Misuse of Drugs Act</i> (to raise awareness of increased penalties for supplying drugs to Indigenous communities) (total \$1,052)	Press ad layout	Big Picture	Press ads	\$103	July 2008	
	Press ads	Arafura Times	Press ads	\$162	July 2008	
	Press ads	NT News	Press ads	\$379	July 2008	
	Press ads	Centralian Advocate	Press ads	\$243	July 2008	
	Press ads	Katherine Times	Press ads	\$165	July 2008	
	Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation	Nil	n/a	n/a	N/A	N/A
	Safe Work Australia Week (SWAW) (to raise awareness of SWAW and associated activities) (total \$3,761)	Stickers	Stickers & Stuff	Stickers	\$560	October 2008
Stickers		Stickers & Stuff	Stickers	\$520	October 2008	
Car magnets		Stickers & Stuff	Car magnets	\$1,180	October 2008	
Press ads		NT News	Press ads	\$903	October 2008	
Press ads		Katherine Times	Press ads	\$242	October 2008	
Press ads		Centralian Advocate	Press ads	\$356	October 2008	
Market or other research – include month it was undertaken, only include pre-campaign research, not evaluation		Nil	n/a	n/a	N/A	N/A