Legislative Assembly Written Question Number 50 – Advertising / Information Campaigns

Ministerial portfolio: Justice and Attorney-General

Notes:

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

Financial year 2006 / 2007, costs commencing January 2007

| Name of campaign 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) Fact sheets Brochure (reprint) Market or other research—include month it was undertaken, only include pre-campaign research, not evaluation | GPO GPO Nii | Medium (if applicable) Brochure Fact Sheets Brochure n/a | \$17, 844 \$960 \$4,682 N/A | March 2007 April 2007 April 2007 N/A |
|--|---|--------------------------|--|--------------------------------------|--------------------------------------|
| Crime Victims Services | Radio ads | Territory FM | Radio | \$1,100 | August 2007 |
| Unit (CVSU) (to raise awareness of the | Radio ads | Sun FM/8HA | Radio | \$1,518 | August – September 2007 |
| compensation scheme | Radio ads | Mix 104 | Radio | \$1,641 | August – September 2007 |
| (total \$9 013) | Press ads | Katherine Times | Press | \$495 | August 2007 |
| (2000) | Press ads | Arafura Times | Press | \$323 | August 2007 |
| | Press ads | NT News | Press | \$2,861 | August 2007 |
| | 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 |

Page 2 of 4

| 0 | I G | Company | applicable) | COST | Occurred |
|---------|---------------------------|---------|-------------|------|----------|
| CVSU | | Times | | | |
| (cont.) | Market or other | N: | n/a | N/A | N/A |
| | research include | | | | |
| | month it was undertaken, | | | | |
| | only include pre-campaign | • | | | |
| | research, not evaluation | | | | |
| | | | • | | |

Financial year 2007 / 2008

| - | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------------------|---------------------|------------|------------|------------|-------------|------------|----------------|------------|-----------------|-----------|-----------|-----------|-----------|---------------------|-----------|-----------|-----------|-----------|------------------|----------------------|-------------------------|------------------------|-------------------------|-------------|------------------|
| | | | | | | | | | | | | | | | | | | | | (total \$73.378) | agreements across me | parental responsibility | (to raise awareness of | Parental Responsibility | | Name of campaign |
| 9 | Radio ads | Radio ad production | Radio ads | TVC | TVC | TVC | | TVC production | (brochure) | l atterboy drop | Radio ads | Radio ads | Radio ads | Radio ads | Radio ad production | Radio ads | Poster | Artwork design | (brochure) | Letterbox drop | - 1 | ltem |
| 100 | Hot 100 | Cutting Edge | CAAMA | Ch9 | Ch7 Darwin | Ch7 Central | Television | Simon Says | <u>Q</u> | CBO | Hot 100 | Mix 104 | Mix 104 | CAAMA | Cutting Edge | SUN FM | SUN FM | 8HA | 8HA | Hot 100/Mix 104 | GP0 | Sprout | | GPO | | Company |
| - ימטוס מטס | Radio ade | Dadio ads | Radio ade | TVC | TVC | TVC | | TVC | proclinie | Dracking and | Radio ads | Radio ads | Radio ads | Radio ads | Radio ads | Radio ads | Poster | Brochure, poster | | Brochure | applicable) | Medium (if |
| Ψ2,020 | \$2.536 \$2.536 | #1,020 | #4 330 | \$3 750 | \$2.231 | \$2,587 | | \$4,929 | \$19,100 | # NOO | \$253 | \$253 | \$1,045 | \$132 | \$2,871 | \$1,774 | \$86 | \$86 | \$543 | \$5,692 | \$3,471 | \$1,600 | | \$18,791 | | Cost |
| Julie 2000 | June 2008 | Julie 2000 | Julie 2000 | 1 000 anii | .lune 2008 | June 2008 | | June 2008 | June 2008 | Julie 2000 | 800c oaul | June 2008 | June 2008 | May 2008 | May 2008 | May 2008 | May 2008 | May 2008 | May 2008 | May 2008 | May 2008 | April 2008 | - | April 2008 | Occurred | Expenditure |

| Page 3 of 4 | |
|-------------|--|
| +- | |
| | |
| | |
| | |

| \$7,605 \$1,958 \$1,958 \$4,958 \$4,958 \$4,011 \$3,793 \$1,572 \$1,572 \$1,572 \$14,100 \$14,100 \$2,652 Nill N/A N/A N/A N/A N/A | Name of campaign | Item | Company | Medium (if applicable) | Cost | Expenditure Occurred |
|--|---|--|---|--|--|---|
| Act Indigenous Including Including Indigenous Indigenou | arental Responsibility cont.) | Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation | <u>Z</u> | | N/A | |
| unities) Radio ads (including Indigenous Ind | disuse of Drugs Act to raise awareness of creased penalties for | Radio ads (including Indigenous languages) | CAAMA | Radio ads | \$7,605 | June 2008 |
| Radio ads \$1,958 Radio ads \$1,958 Radio ads \$6,011 Radio ads \$7,000 Market or other research, not evaluation only include pre-campaign research, not evaluation Inities Radio ads \$6,011 Radio ads \$6,011 Radio ads \$7,000 Radio ads \$6,011 Radio ads \$7,000 Radio ads \$1,111 Radio ads \$1,111 Radio ads \$1,111 Radio ads \$1,111 Radio ad | upplying drugs to ndigenous communities) total \$30,883) | Radio ads (including Indigenous languages) | TEABBA | Radio ads | \$8,309 | June 2008 |
| Radio ads Radio | | Radio ads | Territory FM | Radio ads | \$1,958 | June 2008 |
| Radio ads Radio ads Market or other Include research include pre-campaign research, not evaluation Storyboard design Inities) Storyboard design Posters Storyboard Posters Poster design Market or other research, not evaluation Market or other research, not evaluation Indigenous Men's Group. Radio ads | | Radio ads | Hot 100/Mix 104 | Radio ads | \$6,011 | June 2008 |
| Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation Storyboard design Adzu Storyboard \$3,793 ucation Storyboard design Adzu Storyboard \$1,572 so of the Posters GPO Posters \$3,935 Storyboard design Adzu Storyboard \$14,100 Posters GPO Posters \$736 Poster design Adzu Posters \$736 Poster design Adzu Posters \$736 Market or other research- include month it was undertaken, only include pre-campaign consultation with the research, not evaluation indigenous Men's Group and was focus tested with this group. | | Radio ads | Radio Larrakia | Radio ads | \$7,000 | June 2008 |
| Storyboard design Adzu Storyboard \$3,793 s of the iffication Storyboard design Adzu \$1,572 Inities) Storyboard \$1,572 \$3,935 Posters GPO Posters \$3,935 Posters GPO Storyboard \$14,100 Posters Adzu Posters \$736 Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation developed in consultation with the Indigenous Men's Group and was focus tested with this Storyboard Nii | | Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation | Nii | n/a | N/A | N/A |
| ucation so of the softers Posters GPO Posters \$3,935 unities) Posters GPO Storyboard \$14,100 Posters GPO Posters \$14,100 Poster design Adzu Posters \$736 Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation The content of the storyboard was developed in undigenous Men's Group and was focus tested with this group. Storyboard Nil | ornography | Storyboard design | | | | |
| iffication Storyboard GPO Posters \$3,935 Inities) Storyboard GPO Storyboard \$14,100 Posters GPO Posters \$736 Poster design Adzu Posters \$736 Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation research, not evaluation group and was focus tested with this group. | lassification Education | Storyhoard design | Adzu | Storyboard | \$3,793 | February 2008 |
| Inities) Posters GPO Storyboard \$14,100 Posters GPO Posters \$736 Poster design Adzu Posters \$2,652 Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation Indigenous Men's Group and was focus tested with this group. | o raise awareness of the | Conforma academ | Adzu | Storyboard | \$3,793 \$1,572 | February 2008 February 2008 |
| Posters GPO Posters \$736 Poster design Adzu Posters \$2,652 Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation lndigenous Men's Group and was focus tested with this group. | ornography classification | Posters | Adzu Adzu GPO | Storyboard Storyboard Posters | \$3,793 \$1,572 \$3,935 | February 2008 February 2008 May 2008 |
| Poster design Market or other research- include month it was undertaken, only include pre-campaign research, not evaluation lindigenous Men's Group and was focus tested with this group. Posters \$2,652 Nil Storyboard Nil Nil Storyboard Nil Storyboard Nil Storyboard Nil Storyboard Nil Storyboard Nil | direnous communities) | Posters Storyboard | Adzu Adzu GPO GPO | Storyboard Storyboard Posters Storyboard | \$3,793 \$1,572 \$3,935 \$14,100 | February 2008 February 2008 May 2008 May 2008 |
| Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation lindigenous Men's Group and was focus tested with this group. The content of the Storyboard Nil Storyboard was Nil Storyboard was Nil | ntal \$26 788) | Posters Posters Posters | Adzu Adzu GPO GPO | Storyboard Storyboard Posters Storyboard Posters | \$3,793 \$1,572 \$3,935 \$14,100 | February 2008 February 2008 May 2008 May 2008 May 2008 |
| | | Posters Storyboard Posters Posters | Adzu Adzu GPO GPO GPO Adzu | Storyboard Storyboard Posters Storyboard Posters Posters | \$3,793 \$1,572 \$3,935 \$14,100 \$736 \$2,652 | February 2008 February 2008 May 2008 May 2008 May 2008 May 2008 June 2008 |
| | | Posters Storyboard Posters Posters Poster design Poster design Market or other research— include month it was undertaken, only include pre-campaign | Adzu Adzu GPO GPO GPO Adzu The content of the storyboard was developed in | Storyboard Storyboard Posters Storyboard Posters Posters Storyboard Storyboard | \$3,793 \$1,572 \$3,935 \$14,100 \$736 \$2,652 Nil | February 2008 February 2008 May 2008 May 2008 May 2008 June 2008 N/A |
| Page 3 of 4 | | Posters Storyboard Posters Posters Posters Poster design Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation | Adzu GPO GPO Adzu The content of the storyboard was developed in consultation with the Indigenous Men's Group and was focus tested with this group. | Storyboard Storyboard Posters Storyboard Posters Storyboard Storyboard | \$3,793 \$1,572 \$3,935 \$14,100 \$736 \$2,652 Nil | February 20 February 20 February 2008 May 2008 May 2008 June 2008 N/A |

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

| Market or other research- include | Press ads | Press ads | nd associated Press ads | Car magnets | Stickers | tralia Stickers | Market or other research— include month it was undertaken, only include pre-campaign research, not evaluation | Press ads | Indigenous communities) Press ads | s for Press ads | Press ads | Misuse of Drugs Act Press ad layout | Name of campaign Item |
|-----------------------------------|---------------------|-----------------|-------------------------|------------------|------------------|------------------|---|-----------------|-----------------------------------|-----------------|---------------|-------------------------------------|-------------------------|
| <u>Z</u> | Centralian Advocate | Katherine Times | NT News | Stickers & Stuff | Stickers & Stuff | Stickers & Stuff | <u>Z</u> | Katherine Times | Centralian Advocate | NT News | Arafura Times | Big Picture | Company |
| n/a | Press ads | Press ads | Press ads | Car magnets | Stickers | Stickers | n/a | Press ads | Press ads | Press ads | Press ads | Press ads | Medium (if applicable) |
| N/A | \$356 | \$242 | \$903 | \$1,180 | \$520 | \$560 | N/A | \$165 | \$243 | \$379 | \$162 | \$103 | Cost |
| N/A | October 2008 | October 2008 | October 2008 | October 2008 | October 2008 | October 2008 | N/A | July 2008 | July 2008 | July 2008 | July 2008 | July 2008 | Expenditure Occurred |