

ESTIMATES COMMITTEE

Question Taken on Notice

Question Number: 1-2

Output Number:

Date: 14/6/2022

From: Mrs Lia Finocchiaro

To: Hon Natasha Fyles

Portfolio: Chief Minister

Agency: NT Electoral Commission

Subject: Daly by-election advertising expenditure

QUESTION:

Could you break down the spend by the Electoral Commission for the Daly by-election in rural areas versus remote areas?

ANSWER:

A total of \$18,040 was spent on advertising for the 2021 Daly by-election.

This spend was spread across radio and social media platforms.

The cost of advertising targeted to the Darwin rural area contained in the Daly electorate was: \$10,081.

The cost of advertising targeted to the remote regions of the Daly electorate was: \$7,959.

The total figure does not include non-costed advertising platforms such as the NTEC website, posters supplied to remote community infrastructure centres (schools, clinics etc.) and email and SMS messaging sent to electors who had supplied their details.