

ESTIMATES COMMITTEE
Question Taken on Notice

Question Number: 5-22

Output Number: 16.1

Date: 19/06/2023

From: Mr Bill Yan

To: Hon Natasha Fyles

Portfolio: Chief Minister

Agency: Chief Minister & Cabinet

Subject: Major marketing campaigns breakdown

QUESTION

What were the major campaigns, initial costs and any expected ongoing costs from those campaigns?

ANSWER

The NT Masterbrand project was the major campaign with an expenditure of \$336 683 for the period of 1 July 2022 to 31 May 2023.

NT Masterbrand project does not have fixed ongoing costs.