

## **Estimates Committee 2003**

### **Questions Taken On Notice**

( 01/10/2002 to 01/10/2004 )

Date: 06/27/2003 Output:  
Sub Output:  
Subject: Number of Advertisements placed in newspapers in New South Wales and ACT

**From:** Ms CARNEY to Dr Christopher BURNS  
Minister for Tourism

---

**Question:** **9-3**  
New South Wales and ACT are the Territory's most important interstate holiday markets accounting for 36% of visitors. How many ads have been placed in newspapers in those jurisdictions in the last 12 months?



Legislative Assembly of the Northern Territory  
**Estimates Committee 2003**

Telephone: 8946 1438

Facsimile: 8981 6158

e-mail: pac.la@nt.gov.au

---

**SECRETARIAT USE ONLY**

**Registration No.:** 9.3  
**Responsible Minister:** Minister for Tourism  
**Responsible Agency:** Northern Territory Tourist Commission

---

**WRITTEN QUESTION**

---

**FROM:** *Ms Carney MLA*  
*Member for Araluen*

**Tel.:** 8951 5588

**TO:** *Minister responsible for Tourism (Burns)*

**Question**

New South Wales / ACT is the Territory's most important interstate holiday market accounting for 36% of visitors. How many ads have been placed in newspapers in those jurisdictions in the last 12 months?

**ANSWER**

**[Output Group to which the Question refers]:** *Tourism, Marketing*

Information provided is only for newspapers, however it should be noted that the NTTC undertakes considerable additional print advertising eg, in magazines.

The following newspaper ads were placed by the NTTC:

NTTC ads specific to NSW = 13

NTTC national ads which are also in NSW (eg. *The Australian*) = 7

The NTTC has a cooperative advertising program, under which it contributes up to 50% of the cost borne by tourism operators in purchasing media space. The operator is responsible for developing and booking the advertisement, which is required to feature the NTTC's logo. The following cooperative newspaper ads were financially supported by NTTC:

Cooperative ads specific to NSW = 13

Cooperative national ads which are also in NSW (eg. *The Australian*) = 461

The NTTC does not undertake advertising in Canberra specifically targeting the ACT market because of the (relatively) small volume of potential travellers. Obviously, of the NSW/ACT market NSW forms the largest share. However, the ACT does receive the coverage of national advertisements in newspapers such as *The Australian* and to a lesser extent via some specific NSW newspapers which have good readership in the ACT.