

# LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

## WRITTEN QUESTION

Ms J Carney

to Chief Minister

### Territory Development - Advertising Expenditure

1. How much was spent on behalf of the Office of Territory Development on advertising/promotional activities/videos/DVD's/brochures and general printed matter in 2004/05?
2. Please provide a month by month breakdown of spending and projects/programs that this spending was for.
3. Please detail the breakdown on local and interstate expenditure for advertising in question 1.
4. How much has been spent specifically in 2004/05 on promoting the Wharf Precinct development by way of brochure, electronic media, newspaper advertisement, and direct mail?
5. Detail all other expenditure in 2004/05 on promoting the Wharf Precinct Development eg how much was spent on public displays in the Darwin Mall, Casuarina and Palmerston?

### ANSWER

1. Expenditure on behalf of the Office of Territory Development on advertising/promotional activities/videos/DVD's/brochures and general printed matter in 2004/05 was \$569,708.

Advertising	\$168,457
Promotional Activities	\$204,113
Videos	\$0
DVD's	\$68,624
Brochures	\$125,162
General Printed Matter	\$3,352
Total	\$569,708

2. The attached table provides a month by month breakdown of spending and projects/programs that this spending was for (Attachment A).
3. Local advertising expenditure for 2004-05 was \$22,065 and interstate expenditure in 2004-05 was \$146,392 totalling \$168,457.

Local Advertising	Interstate Recruitment Campaign Stage 1	\$10,709
	NT Research & Innovation Awards	\$3,999
	NT Research & Innovation Board	\$184
	SEAAOC	\$5,265
	Service and Suppliers Directory	\$1,600
	Woodside 50th Anniversary	\$308
	<b>Total</b>	<b>\$22,065</b>
Interstate Advertising	AustralAsia Trade Route	10,318
	Interstate Recruitment Campaign Stage 1	126,427
	NT Feature Special Report	7,091
	Woodside 50th Anniversary	2,556
	<b>Total</b>	<b>\$146,392</b>

4. The Darwin City Waterfront Project was a Department of Infrastructure Planning and Environment project and the figures below have been provided by them. The 2004/05 expenditure promoting the Wharf Precinct development on brochures was \$78,557, electronic media \$12,540, newspaper advertisement \$42,912 and for direct mail no figure is available.
5. 2004/05 break-up of expenditure for public displays promoting the Wharf Precinct was; Artwork/Graphics/Display \$40,401, Rental/Leasing \$71,558, Display staff costs \$36,039. The display staff costs are for operating the display offices in the Darwin Mall and Casuarina with resources engaged from outside the Department of Infrastructure Planning and Environment.