

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Giles to Minister for Infrastructure

Advertising/Information Campaigns

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio. Please provide the name of each campaign and which companies were engaged to undertake the work.
 2. What was the cost of each of these campaigns.
 3. Please advise the months in which the expenditure occurred, the medium that was used for the campaign (TV, Leaflet, Radio) and the amount spent on each medium.
 4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken.
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Please find attached details of advertising/information campaigns.

Legislative Assembly Written Question Number 57 – Advertising / Information Campaigns

Ministerial portfolio: Infrastructure

Commencing January 2007 – December 2007

Name of campaign	Medium	Item	Cost excl GST
Coolalinga Landscape Master Plan Campaign Duration: Aug 07 - Sept 07 Suppliers used in this Campaign: NT News, Territory Times, Roka Graphics, Government Printing	Newspaper Advertising	Design/Placement	755.64
	Pull up banner	Printing/Design	960
	Flyer	Printing	605.23
	Total		
* No formal market resesarch was conducted prior to this campaign			

Middle School Road works Campaign Duration: Jul 07- Jun 08 Suppliers used in this Campaign: Darwin & Palmerston Sun, GPO, NT News, Hot 100, Mix 104.9, The Exhibitionist	Newspaper Advertising	Design/Placement	\$7,373.76
	Radio Advertising	Design/Placement	\$5,675.73
	Flyers	Printing/ Letterbox drop	\$2,389.77
	Panel	Printing	\$755.00
Total			\$16,194.26
* No formal market resesarch was conducted prior to this campaign			

January 2008 – December 2008, including costs incurred up to 28 February 2009.

Name of campaign	Medium	Item	Cost excl GST
Tiger Brennan Drive Stage 1 & 2 Extension Duration: Apr 08 - Jan 09 Suppliers used in this Campaign: Grinners Catering, Shadeworks Hire, Hot 100, Mix 104.9, Sprout Creative	Launches	Hire	\$1,546.64
	Radio	Design/Placement	\$1,860.00
	Road Signage	Design	\$1,535.32
	Total		
* No formal market reserach was conducted prior to this campaign			
Construction Snapshot Campaign Duration: Sept 08 - Jan 09 Suppliers used in this Campaign: Adzu, Government Printing Office	Publication - 3 Editions	Design	\$17,412.45
	Flyer	Printing	\$1,463.48
	International Publication	Design/Printing	\$11,771.41
	Total		
* No formal market reserach was conducted prior to this campaign			
Palm Circuit/Stuart Highway Proposed Road work – Public Meeting: Campaign Duratrion: Dec 08 Suppliers used in this Campaign: Centralian Advocate, Sun FM/8HA	Newspaper Advertising	Design/Placement	\$404.47
	Radio Advertising	Design/Placement	\$540.00
	Total		
* No formal market reserach was conducted prior to this campaign			

Total for 2007/2008 up to 28 Feb 2009:

55,048.90