

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Conlan to Minister for Health

Advertising / Information Campaigns

For the years 2007, 2008 and 2009-04-27

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.

Refer to Attached Tables

2. What was the cost of each of these campaigns

The total costs of advertising and information campaigns in the Department of Health and Families were:

*2006 - 2007: \$527,514
2007 - 2008: \$635,728
2008 - 2009: \$701,373*

A number of campaigns were funded within cost centre resources and are not included in the above totals. Details of these may be viewed in attached tables.

3. Please advise the months in which the expenditure occurred, the medium that was used for the campaign and the amount spent on each medium

Refer to Attached Tables

4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken

Refer to Attached Tables

2006 – 2007

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|---|---|------------------------------------|----------------------------|
| Quitline | Web Print – signage, fact sheets, posters: NT News, Centralian Advocate, GPO Radio: Hot 100, Mixed 104.9, Sun FM | \$13,036 | January 2006 – May 2007 |
| Early Childhood Development Campaign | Web Print – ads, leaflets, flyer | Within cost centre resources | 2006 - 2007 |
| Organ Donor Awareness | Print – ads, posters, banners: Katherine Times, Tennant Creek & District , Times, Arafura Times, NT News | \$3,895 | February 2007 |
| Nurse Recruitment | Web Print – posters, ads, flyers, leaflets: Sprout | \$5,000 | 2006 - 2007 |
| Hospital Management Board Review | Web Print – ads, leaflets, flyer | \$20,000 | 2006 - 2007 |
| Palliative care | Web Print – flyer, booklet, leaflet, ads | Within cost centre resources | 2006 - 2007 |
| Hospice Campaign | Web Print – ads, flyer, document, posters | Within cost centre resources | 2006 - 2007 |
| Health Connect Exhibition | Web Print – leaflets, flyers, ads, posters, banners, expo displays | Within cost centre resources | 2006 - 2007 |
| Health Warnings Campaign | Web Print – ads, posters, booklet, leaflet Radio TV | Within cost centre resources | 2006 - 2007 |

2006 –2007

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|--|---|------------------------------|--------------------------|
| Clinic 34 | Web Print – ads, posters, flyers Radio | Within cost centre resources | 2006 - 2007 |
| TB Education Campaign | Web Print – fact sheets, flyers, ads, posters | Within cost centre resources | 2006 - 2007 |
| Rheumatic Heart Disease | Web Print – calendar, poster, ads, flyer | Within cost centre resources | 2006 - 2007 |
| Sexual Health Awareness Campaign | Web Print – ads, posters, flyers, leaflet Radio TV | Within cost centre resources | 2006 - 2007 |
| Better Health Initiative | Web Print – ads, document, posters, banners, booklet, flyer Radio, TV | Within cost centre resources | July 2006 |
| Nutrition & Physical Activity Campaign | Web Print – ads, posters, flyers, leaflets: Moogully, Signtech , DM's, Promotional Products, GPO, Character Creation | \$22,265 | November 2006 – May 2007 |
| Dental Recruitment Campaign | Web Print – ads, posters, flyers, leaflets | Within cost centre resources | 2006 - 2007 |
| Indigenous Stores Takeaway Campaign | Print – ads, posters, campaign strategy, banners, flyers, leaflet: Sprout | \$1,900 | 2006 - 2007 |
| BreastScreenNT | Web Print – ads, posters, leaflets, flyer: Arafura Publishing, Dippy Dots Resource Production, Tennant Creek & District Times, NT News, Katherine Times, Centralian Advocate, GPO, Nationwide News Pty Ltd | \$5,538 | 2006 - 2007 |

2006 –2007

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|--|---|------------------------------|---------------------------------|
| Cervical Cancer screening | Web Print – ads, flyers, posters, forms: NT News, GPO | \$575 | 2006 - 2007 |
| Nursing & Midwifery Awards | Web Print – program, posters, flyers, ads: Sprout TV: Channel Nine | Within cost centre resources | November 2006 - May 2007 |
| Medical recruitment BMJ Fair London | Web Print – ads, posters, fact sheets, leaflet | \$20,000 | October 2006 – December 2006 |
| Aboriginal Health Worker Awards | Web Print – program, ads, posters, flyers, booklet: Arafura Publishing, HMA Blaze, GPO , NT News | \$3,551 | November 2006 |
| | | | TOTAL \$527,514 |

2007 – 2008

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|--|---|------------------------------|------------------------------|
| Quit, Alcohol & Other Drugs Promotional Campaign | Web Print – ads, leaflets, flyers Radio, TV | Within cost centre resources | 2007 - 2008 |
| BreastScreenNT | Web Print – ads, posters, flyers | \$2,640 | 2007 - 2008 |
| Cervical Cancer screening | Web Print – ads, posters, booklet Radio | \$1,071 | 2007 - 2008 |
| Be Active Campaign | Web Print – form, ads, posters, flyers, banners: Exhibitionist, DM's Promotional Products, Brand Connect WA, Perth Novelty, Salmark, Signtech, GPO | \$3,385 | December 2007 – June 2008 |
| CDC Awareness Campaign | Web Print – fact sheets, forms, leaflets, ads | Within cost centre resources | 2007 - 2008 |
| Environmental Health Warnings Awareness Campaign | Web Print – ads, posters, flyers, leaflets, document, booklet Radio TV | Within cost centre resources | 2007 - 2008 |
| Mosquito Awareness Campaign | Web Print – ads, poster, document, flyers, booklet TV Radio | Within cost centre resources | 2007 - 2008 |
| Tiger Tales – Sexual Health Campaign | Print – ads, flyer, posters: Ink Publishing (Tiger Tales) | \$5,400 | January 2008 – February 2008 |
| Fireworks Awareness Campaign | Print – ads, posters, flyers Radio TV | \$150,000 | June 2008 – July 2008 |

2007 –2008

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|------------------------------|--|------------------------------------|----------------|
| eHealth Campaign | Web Print – ads, posters, flyers, booklet, document, forms, policy | Within cost centre resources | 2007 - 2008 |
| GRAND TOTAL \$635,728 | | | |

1 JULY 2008 – 28 FEBRUARY 2009

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|--|---|------------------------------|-------------------------------|
| Nursing & Midwifery Recruitment Campaign | <p>Web</p> <p>Print – posters, flyers, leaflets, ads, banners: GPO, NT News, Sprout, Creative Territory</p> <p>Merchandise – t-shirts, hats, magnets, bumper stickers: Sprout, GPO, DM's Promotional Products</p> | \$50,000 | October 2008 - Present |
| Show Circuit | <p>Web</p> <p>Print – posters, expo displays, banners, leaflets, fact sheets: Fusion, Boab Design</p> | \$70,000 | July 2008 |
| Chlamydia Campaign - 'Safe Sex – No Regrets' | <p>Web</p> <p>Print – posters, flyers, leaflets, ads: GPO, NT News, Centralian Advocate</p> <p>TV: Simon Says , Imparja, Southern Cross</p> <p>Radio: Hot 100, Sun FM</p> | \$88,058 | August 2008 – September 2008 |
| 'No Germs on Me' | <p>Web</p> <p>Print – leaflets, flyer, ads, posters: ADZU, GPO</p> <p>TV: Imparja, Southern Cross, Channel Nine</p> <p>Radio: Hot 100, Mix 104.9</p> | \$49,431 | September 2008 – January 2009 |
| Pertussis Vaccine Campaign | <p>Web</p> <p>Print – flyer, booklet, poster, ads, fact sheets: GPO</p> | \$8,790 | October 2008 |
| Stinger Awareness Campaign | <p>Web</p> <p>Print – fact sheets:</p> | Within cost centre resources | December 2008 |
| 'Finito Mosquito' Campaign | <p>Web</p> <p>Print – leaflet, ads, posters: Media Easy, GPO</p> <p>TV: Channel Nine, Southern Cross, Imparja</p> | \$14,962 | November 2008 – December 2008 |

1 JULY 2008 – 28 FEBRUARY 2009

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|---|--|----------|-------------------------------|
| HPV Campaign | Web Print – leaflet, ads: GPO, NT News | \$2,642 | August 2008 – October 2008 |
| Flu Vaccine Campaign | Print – posters, leaflets: Media Easy, GPO | \$30,000 | August 2008 |
| Nursing & Midwifery Excellence Awards | Web Print – post cards, flyers, posters: GPO TV: Channel Nine | \$25,071 | November 2008 - Present |
| Breathing New Life into Maternity Care Conference | Brochures, T-shirts, Armbands, Bagtags: GPO, MyBagTags, Stickers n Stuff | \$50,000 | September 2008 |
| Aboriginal Health Worker (AHW) Campaign | Web Print – posters, flyer, program, banners: GPO, NT News, Arafura Publishing, HMA Blaze | \$8,135 | August 2008 – November 2008 |
| Pathways to Community Control | Web Print – document, flyer: GPO | \$6,278 | August 2008 – September 2008 |
| Australian General Practice Network (AGPN) Forum Conference | Web Print – banners, corporate display, posters: Exhibitionist, GPO | \$23,938 | September 2008 – October 2008 |
| Pharmaceutical Benefits Scheme (PBS) Reform Campaign | Web Print – document, posters, leaflet, ads, flyer: Arafura Times, Darwin/Palmerston Sun, Katherine Times, NT News, Territory Regional Weekly Radio: Mix 104.9 TEABBA | \$29,333 | August 2008 – January 2009 |
| AGI Audiology | Print – flipchart, posters, fact sheets, presentation folders: GPO | \$79,247 | August 2008 |
| CanNet Launch / Campaign | Web Print – document, posters, leaflet, ads: NT News, Centralian Advocate, Tennant Creek & District Times, Arafura Times, Katherine Times, Jabiru Rag, Darwin/Palmerston Sun, Territory Times | \$5,027 | January 2009 – February 2009 |

1 JULY 2008 – 28 FEBRUARY 2009

Advertising/Information Campaign

| Campaign Name | Medium & Suppliers | Cost | Month Occurred |
|---|--|-------------|-------------------------------|
| BreastScreenNT Campaign | Web Print – document, leaflet, ads: NT News, Centralian Advocate, GPO | \$6,318 | Ongoing - Monthly |
| Cervical Cancer Awareness Campaign | Web Print – leaflet, flyer, ads: NT News, Centralian Advocate, GPO | \$11,551 | Ongoing – Monthly |
| Palmerston Super Clinic including Urgent Care – After Hours Service | Web Internal & External communication: CPR, Media Easy | \$133,000 | November 2008 – February 2009 |
| Dental Visits to Tennant Creek – Advertising Campaign | Ongoing ads: Tennant Creek & District Times | \$4,592 | Ongoing - Monthly |
| Child Oral Health | Print – flyers/brochures, fact sheets, posters, presentation folders: GPO, Sprout DVD | \$5,000 | February 2009 – Present |
| | | | TOTAL \$701,373 |