

**ESTIMATES COMMITTEE**  
**Question Taken on Notice**

**Question Number:** 1.3

**Output Number:** Opening Statement

**Date:** 11/06/2024

**From:** Mr Bill Yan

**To:** Hon Eva Lawler

**Portfolio:** Treasurer

**Agency:** Treasury & Finance

**Subject:** Budget promotion advertising costs

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**QUESTION**

Can you please provide a breakdown of the \$50,000 spent for advertisement for the budget between social media, radio and print?

**ANSWER**

There was no print media included in that amount of money. There was \$18,280 for social media, which was YouTube, BVOD, Channel Nine display boards. Radio was \$11,338, which included Hot100, Mix104.9, Territory FM, Yolngu Radio, Gove FM, Sun969 FM, PAW Radio, Tourist Gold, TEABBA, 8KTR and FNB.

Facebook, \$6,528; online media, which is the News Corp *Centralian* and *Tennant and District Times*, \$5,983; cinema, which is Val Morgan, \$3,325; GST, \$4,546, which adds up to a total of \$50,000. That has been the same budget for the past three years, \$50,000 for marketing and media.

**Budget media breakdown**

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Media Type	\$
Social media (YouTube, BVOD Ch9, Display Boards)	18,280
Radio (Hot100, Mix104.9, Territory FM, Yolgnu radio, Gove radio, Sun FM, PAW Radio, Tourist Gold, TEABBA, 8KTR, FNB)	11,338
FaceBook	6,528
* Online media (NewsCorp, Centralian, Tennant Times)	5,983
Cinema (ValMorgan)	3,325
GST	4,546
<b>Total</b>	<b>50,000</b>

\* no print media - only online media

same budget for past 3 years - \$50,000 for marketing / media for Budget.

LEGISLATIVE ASSEMBLY OF THE NT  
TABLED DOCUMENTS

Committee: Estimates  
Paper No: 1.1 Date: 4/6/24  
Tabled By: Lowler  
Signed: Dyer

Answer to QOW 1.3