

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Lambley to the Chief Minister

Boundless Possible

1. As of the 1st July 2019, how much has the NT Government spent on the Boundless Possible campaign?
2. How much was paid for the design of the Boundless Possible logo and marketing campaign to Melbourne-based firm The Royals?
3. Did the NT Government pay more than the reported \$1.5m?
4. Have allegations that the design of the Boundless Possible logo was plagiarized from a Dubai tourism logo been investigated by the NT Government?
5. Was the marketing company, The Royals, who created the Boundless Possible campaign in breach of their contract?
6. Does the contract with The Royals include that their work must be original?
7. Was this issue raised with the Melbourne-based firm The Royals about the similarity between the Boundless Possible logo and the “beyond possible” tag in Dubai?
8. If so, what was the outcome of the discussions about the similarity between the two logos?
9. Has the NT Government taken any legal action against The Royals for allegedly plagiarizing the “Beyond Possible” tag in Dubai?
10. Has the Dubai Department of Tourism taken legal action against the NT Government or The Royals for the unauthorised use of its logo?