

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Giles to Minister for Planning and Lands

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 56 – Advertising / Information Campaigns

Ministerial portfolio: Planning and Lands

January 2007 – December 2007

Name of campaign	Medium	Item	Cost excl GST
NT Planning Scheme Campaign Duration: Jan 07 Suppliers used: Centralian Advocate, Katherine Times, NT News, Tennant & District Times	Newspaper Advertising	Design/Placement	2,629.91
		Total	2,629.91
* No formal market research was conducted prior to this campaign			
Darwin CBD Urban Planning Forum Campaign Duration: Feb 07 - Aug 07 Suppliers used: First Class in Graphic Design, Dm's Promotional Products, Shade works Hire, GPT, Holiday Inn Esplanade, NT News, Territory FM, The Exhibitionist, Australia Post, GPO, Hot 100, Mail Fast	Brochure and Poster Panels	Design/Printing	12,099.55
	Community Consultation	Planning Forum	15,334.33
	Newspaper Advertising	Design/Placement	4,832.06
	Radio Advertising	Design/Placement	3,068.80
	Brochure/Letter box Drop	Printing/Delivery	3,633.80
		Total	38,968.54
* No formal market research was conducted prior to this campaign			
Bellamack Residential Subdivision: Campaign Duration: Aug 07 - Sept 07 Suppliers used: HMA Blaze, Roka Graphics	Newspaper	Design/Placement	9,609.85
	2 x Pull up Banners	Design/Printing	960.00
		Total	10,569.85
* No formal market research 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	
Alice Springs Planning for the Future Forum Campaign duration: May 08 - Jun 08 Supplier used: Alice Springs News, Centralian Advocate, DM's Promotional Products, Belleste, A/S Convention Centre,	Newspaper Advertising	Design/Placement	1,006.03	
	Display Banner	Design/Printing	1,057.96	
	Stickers	Design/Printing	793.25	
	Pull up Banners	Design/Printing	2,154.03	
	Community consultation	Planning Forum	5,021.68	
	Web site	Design	1,040.42	
	Fact sheets	Design	804.06	
	Total			11,877.44
	* No formal market reserach was conducted prior to this campaign			
Building Palmerston for the Future duration: Sept 08 - Nov 08 Suppliers used: Dwn & Palmerston Sun, NT News, GPO, Sprout, The Exhibitionist	Newspaper Advertising	Design/Placement	9,389.08	
	Flyer –Letterbox drop	Printing/Delivery	19,062.41	
	Advertisement, Flyer	Design	4,317.50	
	Pull up Banner	Printing	1,254.60	
	Total			34,023.59
	* No formal market reserach was conducted prior to this campaign			
Old Hospital site Campaign duration: Nov 08 Suppliers used: NT News	Newspaper Advertising	Placement	4,027.49	
	Total			4,027.49
	* No formal market reserach was conducted prior to this campaign			
Katherine Planning Forum Campaign duration: Nov 08 Supplier used: GPO, Katherine FM Radio, Katherine Times, NT News, The Exhibitionist, Belleste, DM's Promotion Products	Stickers	Printing	90.91	
	Radio Advertising	Design/Placement	420.00	
	Newspaper Advertising	Design/Placement	1,960.00	
	Pull up Banner, Display Banner	Printing	1,330.00	
	Website	Design	1,130.61	
	T-shirts/uniform	Printing	743.00	
	Total			5,674.52
* No formal market reserach was conducted prior to this campaign				

Total for 2007/2008 up to 28 Feb 2009:

107,771.34



MINISTERIAL CORRESPONDENCE
Office of Hon Delia Lawrie MLA

Record Number **2009/0605-DPL** *Related Reference*

Department Reference **M20090152PL** *Other Reference*

Minister Portfolio **PLANNING AND LANDS**

Action Required

Action Required (Additional) **PLEASE RETURN TO DEPARTMENT NOT SIGNED AND
CLOSE FILE**

Comments/Notes

Date to Department **16/11/2009**

Date Due from Department

Title (Free Text Part) **Written Question Number 56- Advertising / Information
campaigns**

Author **Giles, Adam**

Copy To

Ministerial Officer:

NOTE: Any extension to the due date must be approved by the Minister's Office

DEPARTMENT NOTE: Officers are reminded that if a ministerial reply is not able to be finalised by the original due date, an interim holding reply is required