

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms Lawrie to the Chief Minister:

Department of the Chief Minister's Advertising

1. What is the total itemised cost incurred by the Department of the Chief Minister on advertising in financial year 2013/14?

ANSWER

The Department of the Chief Minister expenditure on advertising in financial year 2013/14 was as follows:

Medium	Cost
Newspaper	\$191,891.39
Radio	\$73,268.13
Television	\$97,299.00
Magazines/journals	\$81,810.94
Online	\$9,619.93
Recruitment	\$11,614.31
TOTAL	\$465,503.70

The Department of Chief Minister's advertising expenditure includes Northern Australia Development, National Youth Week, Framing the Future, Youth Round Table, In Your Parliament, Territory Day Fireworks, Office of Multicultural Affairs grant rounds, Remuneration Tribunal, Government House, Volunteer Awards, Gas to Gove and Darwin Safe.

Significant advertising in the last quarter of financial year 2013-14 occurred due to the launch of the Northern Australia Development program.

Please see below the comparison table for Government expenditure during the period 1 July 2011 to 30 June 2012.

Advertising	Cost
Magazines/Journals	\$96,954.69
Newspapers	\$169,712.37
Online	\$16,920
Outdoor (Banners)	\$1,350
Radio	\$71,230.36
Television	\$246,831
Recruitment	\$407.37
TOTAL	\$603,405.79