

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Mills to Minister for Police, Fire and Emergency Services

**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.

**Please see attached spreadsheet.**

2. What was the cost of each of these campaigns.

**Please see attached spreadsheet.**

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.

**Please see attached spreadsheet.**

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

**Please see attached spreadsheet.**

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## Legislative Assembly Written Question Number 55 – Advertising / Information Campaigns

Ministerial portfolio: Police, Fire and Emergency Services

### Financial year 2006/2007, costs commencing January 2007

There were no PFES campaigns conducted during 2006/2007 which include integrated communication initiatives involving two or more communication mediums, funded by NTG through NTPFES.

### Financial year 2007/2008

Name of campaign	Item	Company	Medium (if applicable)	Cost	Month of payment
Triple Zero	PFES Contribution to National Campaign	N/A	Internet, print media, television, radio	\$16,000.00	Over 2007/2008

### Financial year 2008/2009, costs incurred up to 01 March 2009

Name of campaign	Item	Company	Medium (if applicable)	Cost	Month of payment
NT Emergency Services Volunteer Recruitment Campaign	Production, Placement, Media	Signtech / In-house	Banners, Print Media, Free Media, Internet, Public Demonstration	\$3,388.11	December 2008
Triple Zero	PFES Contribution to National Campaign	N/A	Internet, print media, television, radio	\$4,000.00	December 2008