

WRITTEN QUESTIONS

7th Assembly

26/08/1994

7. Departmental Advertising/Promotion

Mr. BAILEY to MINISTER for REGIONAL DEVELOPMENT

QUESTION

1. What promotions of the Northern Territory's history, attractions or resources in any form, including electronic media advertising, books and general printed matter, have been funded by the Department of Industries and Development or any of its agencies, where the person or body engaged was not a full-time employee of a Government Department or agency in the periods:
 - (a) 1 July 1992 to 30 June 1993; and
 - (b) 1 July 1993 to 30 June 1994.
2. What were the titles of all the promotions referred to in question 1.
3. What was the total amount spent on the promotions referred to in question 1 by the Department of Industries and Development or its agencies.
4. Of the promotions referred to in question 1, which were assisted by:
 - (a) payments in advance;
 - (b) use of Government facilities at no charge; and
 - (c) use of Government administration support at no charge.
5. What was the total value of the assistance rendered in each promotion.
6. Which of the promotions contained provisions for payment of future royalties to the person or body responsible for carrying out the promotion.
7. How many and in which of the promotions were there provisions for the costs incurred by the Northern Territory Government, or its agencies, to be offset against future royalty income.
8. In how many, and in which of the promotions, were expressions of interest or tenders called before a person or body was engaged to carry out that promotion.
9. Was Mr Frank Alcorta engaged for any of these promotions; if so, how much was he paid.

10. During the last five years has Mr Frank Alcorta been engaged to carry out any work for the Department; if so, what are the details of the method and procedure of that engagement, including dates, remuneration, the nature of the engagement and whether it went to tender.

ANSWER

Answered on 14/05/96

1- 8. The activities within the Department of Industries and Development include promotional work. However, the Department's budget does not differentiate between the Department's promotional activities and other activities involving advertising and the production of books and general printed matter. Therefore, general information on the Public Relations, Marketing and Promotional activities is attached.

9. Yes.

The production of a document for the International Project Management Unit -\$1,000.00.

The production of a document for the Trade Development Zone - \$2,000.00.

10. Yes.

The Department maintains a register of professional writers who have responded to an advertisement for expressions of interest in providing writing services. The register is updated on an annual basis and there were 15 responses for the 1993/94 update.

All writers used by the Department are on that register. In producing a document several writers are approached and their quote, availability and particular writing style are taken into consideration before making a final selection.

The Department's authority to obtain these services in this manner is contained within Appendix B of section 20 of the Treasurer's Directions issued under the Financial Administration and Audit Act.

SUPPLEMENTARY INFORMATION ON PARTS 1-6 OF QUESTION 7

3. The total amounts spent from 1 July 1993 to 30 June 1994 on the Public Relations, Marketing and Promotion classification of expenditure are as follows:

Advertising	\$459,930
Consultants	\$44,880
Other	\$731,505

It should be noted that this total expenditure includes expenditure on items not contemplated by part one of the question.

4. (a) None
(b) None
(c) None
5. Nil.
6. None.
7. None (refer answer to question 6).