

# LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

## WRITTEN QUESTION

Mr Higgins to the Chief Minister:

### **“Plan to fix Anti-Social Behaviour” initiative**

- 1. How much money has been spent on advertising and marketing of the “Plan to fix Anti-Social Behaviour” initiative? Please detail amounts spent on television, internet, radio, print media, mail outs, letter box drops or any other written, visual or verbal communication.**

Television Advertising	\$22 161
Internet/Digital	\$32 254
Radio Advertising	\$19 674
Translations x5 + English	\$2610
Print/Newspaper Ads	\$26 748
Business Pack Distribution	\$1358
Printing of collateral for packs	\$5506
<b>TOTAL:</b>	<b>\$110 311</b>

- 2. How much money is budgeted in total into the future for advertising and marketing of the “Plan to fix Anti-Social Behaviour” initiative, whether it be television, internet, radio, print media, mail outs, letter box drops or any other written, visual or verbal communication?**

No further spending on this campaign is planned at this time.

- 3. Please provide the communications and marketing strategy/plan for the “Plan to fix Anti-Social Behaviour” initiative.**

This information is Cabinet in Confidence.

- 4. Please provide the past, present and future advertising schedule for the “Plan to fix Anti-Social Behaviour” initiative.**

This information is attached.

- 5. Who developed the artwork for the marketing materials of the “Plan to fix Anti-Social Behaviour” initiative and how much did it cost?**

The creative elements of the initiative were developed by Sprout Creative at a cost of \$46 650.

- 6. Who approved the budget of the communications and marketing of the “Plan to fix Anti-Social Behaviour” initiative?**

Cabinet.

