

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms Manison to the Treasurer:

Power and Water Corporation Advertisements

1. **With respect to the advertisement published on page 13 of the NT News on Saturday 29 March 2014 regarding Power and Water Corporation:**

a. **Who approved the advertisement?**

Power and Water Corporation Managing Director, Mr John Baskerville

b. **Who produced the advertisement?**

The Corporate Communications unit within the Power and Water Corporation.

c. **What was the cost of producing the advertisement?**

The document was produced inhouse so therefore no cost involved.

d. **What was the cost of publishing the advertisement?**

\$3,033.68 incl. GST

e. **Were there any communications between you and your staff with the Power and Water Corporation concerning the advertisement? If yes:**

Yes

i. **What was communicated?**

I, along with members of my staff, speak regularly to the Managing Director of the Power and Water Corporation and its staff, on a range of issues. Power and Water's Managing Director spoke to me saying he was concerned about the inaccurate reporting in the media and the affect it could have on Power and Water staff and the way customers viewed the Corporation. He suggested a public information campaign.

ii. **What was the response?**

I had no concerns with that idea and as Managing Director, it was his call.

2. With respect to the advertisement published on page 13 of the Sunday Territorian on 30 March 2014 regarding Power and Water Corporation:

a. Who approved the advertisement?

Power and Water Corporation Managing Director, Mr John Baskerville

b. Who produced the advertisement?

The Corporate Communications unit within the Power and Water Corporation.

c. What was the cost of producing the advertisement?

None. The existing advertisement developed for 29 March was reused.

d. What was the cost of publishing the advertisement?

\$2,672.52 incl. GST

f. Were there any communications between you and your staff with the Power and Water Corporation concerning the advertisement? If yes:

Yes

i. What was communicated?

I, along with members of my staff, speak regularly to the Managing Director of the Power and Water Corporation and its staff, on a range of issues. Power and Water's Managing Director spoke to me saying he was concerned about the inaccurate reporting in the media and the affect it could have on Power and Water staff and the way customers viewed the Corporation. He suggested a public information campaign.

ii. What was the response?

I had no concerns with that idea and as Managing Director, it was his call.
