

ESTIMATES COMMITTEE

Question Taken on Notice

Date: 13 June 2018
Subject: Increased advertising costs
From: Mr Gary Higgins MLA
To: Chief Minister
Agency: Department of the Chief Minister

Number: 3.5

Question: How do you account for the increase in print, TV and radio advertising costs from \$81 117 for the period 1 September 2016 to 31 March 2017 to \$347 366 for the same period this current financial year?

Answer:

Between 1 September 2016 to 31 March 2017, the newly elected Government had not yet begun to implement its election commitments, reforms, programs and campaigns.

Also under the savings to be achieved as part of the 2016 election commitments the staffing and resources of the then Communications and Marketing Bureau within DCM was reviewed during this period.

During the current reporting period 1 July 2017 and 31 March 2018, the current Government has had a full year in office with a range of reforms, programs and initiatives implemented.

Some of these reforms, programs and initiatives have required extensive communications activities, which included traditional and digital media channels, with a strong focus on increased community engagement, in order for the Territorian's to be consulted, informed and engaged on these new initiatives in both urban and remote regions.

Major initiatives which required communications activity during this period include:

Our Life Out Here

A nationwide multi-agency worker attraction program. With a broad range of public service roles available across the Territory, the campaign has a targeted marketing approach to attract quality applicants.

Electoral Reform

A Territory-wide community engagement campaign to attain Territorians views on the way they vote and the rules for conducting elections for the Legislative Assembly.

2018 Graduate Program

A nationwide recruitment program with Department of Treasury and Finance to attract quality graduates.

Early Childhood Development Plan

Territory-wide community engagement on the election commitment to develop an early childhood development plan. Under this program, the NT Government committed to developing a Territory-wide 10-year Early Childhood Plan.

ICAC – Expression of Interest

A nationwide press and digital recruitment program to attract a high calibre of candidate for the Commissioner role.

Darwin City Deal

A top end wide community engagement program to seek feedback and input towards creating a more vibrant future vision for the Darwin CBD.

Political Donations Inquiry

A Territory-wide stakeholder engagement program to encourage interested stakeholders to provide a submission to the Inquiry Commissioner.

Summer in Alice

An Alice Springs specific awareness program to provide accessible, safe and appropriate activities for all young people, including those who are at-risk and disadvantaged.