

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Lambley to the Chief Minister

Boundless Possible

1. As of the 1st July 2019, how much has the NT Government spent on the Boundless Possible campaign?
2. How much was paid for the design of the Boundless Possible logo and marketing campaign to Melbourne-based firm The Royals?
3. Did the NT Government pay more than the reported \$1.5m?
4. Have allegations that the design of the Boundless Possible logo was plagiarized from a Dubai tourism logo been investigated by the NT Government?
5. Was the marketing company, The Royals, who created the Boundless Possible campaign in breach of their contract?
6. Does the contract with The Royals include that their work must be original?
7. Was this issue raised with the Melbourne-based firm The Royals about the similarity between the Boundless Possible logo and the “beyond possible” tag in Dubai?
8. If so, what was the outcome of the discussions about the similarity between the two logos?
9. Has the NT Government taken any legal action against The Royals for allegedly plagiarizing the “Beyond Possible” tag in Dubai?
10. Has the Dubai Department of Tourism taken legal action against the NT Government or The Royals for the unauthorised use of its logo?

Answer:

1. From 1 July 2018 to 30 June 2019 \$1 255 506.49 has been spent on the Boundless Possible campaign.
2. A contract was entered into with The New Royals, a consortium of Territory business Boab Design and The Royals, to the value of \$1.554 million to develop a place brand for the Northern Territory, with the scope of work including community consultation, stakeholder engagement, brand strategy

and architecture, visual identity and implementation of a marketing campaign.

3. Yes. The contract value was \$1.554 million and local media reported the cost as a round figure of \$1.5 million.
4. The NT Government hold trademark rights to the “The Territory, Boundless Possible” logo and have legal advice that no infringement exists.
5. No.
6. Yes.
7. Yes.
8. No risk is posed from its use and no infringement on any copyright has occurred. The Dubai logo features the word 'Dubai' written in both Arabic and Roman alphabets, and is a variety of colours representing the fact that the city is a fusion of cultures and nationalities. The colour purple is not a core asset of the Dubai brand. Additionally, the tagline “Beyond Possible” is not primarily used in Dubai’s branding. Dubai’s full tagline is “Discover what’s possible”, which is similar to numerous other tourism slogans around the world, whereas Boundless Possible is distinctive.
9. No.
10. No.