

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Chief Minister

Territory Development - Investment Campaigns

1. In late 2004-05 you announced plans to embark on a local invest in the Territory campaign. Why did the campaign not eventuate and what was the money eventually spent on?
2. What have been the outcomes from your investment mission to China?
3. How much was spent by the Office of Territory Development on investment advertising interstate during 2004-5?
4. Detail a breakdown by State and the nature of the advertising.
5. Has any research been undertaken by the Office of Territory Development to evaluate the effectiveness of investment advertising interstate, to look to see what increase and awareness had been achieved?
6. If so who carried out the research and what was the outcome of that research?
7. How much did the research cost?

ANSWER