

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Infrastructure and Transport

Investment Attraction - Advertising and Research

1. How much was spent on investment advertising interstate during 2004/05.
2. Detail a breakdown by state and the nature of the advertising.
3. Has any research been undertaken to evaluate the effectiveness of investment advertising interstate – to look to see what increase and awareness has been achieved.
4. If so, who carried out the research and what was the outcome of that research.
5. How much did the research cost.

ANSWER