

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Chief Minister

Advertising and Promotions

1. How much was spent on behalf of the Office of the Chief Minister on advertising/promotional activities/ videos/ DVD's/ brochures and general printed matter in 2004/05?
2. Please provide a month by month breakdown of spending and projects/programs that this spending was for.
3. Detail the breakdown on local and interstate.

ANSWER

1. The only activity of this type funded by the Office of the Chief Minister was for advertising. Total expenditure in this regard was \$24,618.99.
2. .

July 2004	\$1401.65	
August 2004	\$383.40	
September 2004	\$2307.90	
October 2004	\$2179.68	
November 2004	\$2898.48	
December 2004	\$1604.53	
January 2005	\$2765.94	
February 2005	\$1438.86	
March 2005	\$81.00	Due to later invoicing by the vendor, approximately \$2000 expenditure from March does not appear on the ledger until April
April 2005	\$7672.36	Includes approximately \$2000 expenditure from March as well as a \$2900 annual listing in a trade publication.
May 2005	\$1885.19	
June 2005	<u>Nil</u>	
	\$24,618.99	

3. All was local advertising with the exception of \$2900 for a single listing in a trade publication printed by Dowd Publications, Queensland.