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

1. It was determined that the greater need for local business was to attract skilled workers to the Territory. Every state and territory is suffering from a shortage of skilled workers. In February 2005, the Northern Territory Government began a major advertising campaign to raise awareness of employment opportunities in the Territory across Australia and New Zealand.

2. A Ministerial Report on the subject AustralAsia Trade Route - Investment Mission to Hong Kong and China was presented to Parliament on 15 June 2004. Please refer to Hansard for the outcomes relating to the investment mission.

3. Total cost of investment advertising was $17,409.

4. The table below details investment advertising undertaken

State	Name of Media	Subject	Cost
National	Australian Transport and Logistics Review	AustralAsia Trade Route	$10,318
National	Australian Financial Review	NT Feature Special Report	$7,091
Total Cost			**$17,409**

5. No formal evaluation has been done to date, but as the early investment attraction efforts are built upon, it is anticipated that evaluation work will be undertaken.

6. Not applicable

7. Not applicable