

Legislative Assembly Written Question Number 53 – Advertising / Information Campaigns

Ministerial portfolio: Arts and Museums

OPERATIONAL YEAR 2009 - 1 JANUARY TO 30 MARCH 2009

Name of campaign	Total	Formal market research Y/N	Month/s	Breakdown of campaign costs	Suppliers
Arts Project Grants – Call for Applications	\$2787.87	N	February to March 2009	Newspaper - \$1761.57 Radio - \$4360.40	NT Newspapers CAAMA Radio Territory FM 104.1
Letters End at Araluen Art Centre (16-17 March)	\$2335.85	N	March 2008	TV - \$2196.70 Marketing Material Flyers - \$139.15	Imparja TV Country Arts WA

OPERATIONAL YEAR 2008 – 1 JANUARY TO 30 DECEMBER 2008

Name of campaign	Total	Formal market research Y/N	Month/s	Breakdown of campaign costs	Suppliers
25 th Telstra National Aboriginal and Torres Strait Islander Art Award	\$58 708.88	N	February to October 2008	Newspaper - \$35 419.36 Magazines - \$5440.00 TV - \$3937.21 Marketing Material – \$13 912.31.	NT Newspapers The Mercury The Age The Courier Mail Koori Mail The Advertiser Land Rights News The National Indigenous Times Torres News The West Australian

					The Canberra Times Sydney Morning Herald The Weekend Australian Assorted National Art Magazines Government Printing Simon Says TV Channel 9 Colour Bond & That Works Sign Tech Quickprint
Paradise City at Araluen Arts Centre (18-19 April)	\$4162.30	N	April 2008	Newspaper - \$1104.30 TV - \$2013.00 Marketing Material- \$1045.00	Alice Springs News Centralian Advocate Imparja TV Performing Lines Recycled Printing
Gadgets at Araluen Art Centre (27-29 May)	\$3287.20	N	May 2008	TV - \$2647.00 Newspaper - \$310.20 Marketing Material - \$330.00	Centralian Advocate Imparja TV Recycled Printing
Flamenco Fire at Araluen Art Centre (25 June)	\$2757.70	N	June 2008	Newspaper - \$310.20 TV - \$1996.50 Marketing Material - \$451.00	Centralian Advocate Imparja TV Recycled Printing
Australian Ballet Sleeping Beauty at Araluen Art Centre (13-16 August)	\$3569.50	N	July/August 2008	Newspaper - \$485.10 TV - \$2674.10 Marketing Material/Other - \$410.30	Centralian Advocate Imparja TV Recycled Printing

Desert Mob Exhibition at Araluen Art Centre (September)	\$4806.50	N	September 2008	Magazine - \$2571.50 TV - \$2235.00	Imparja TV National Art Magazines
Deep Blue at Araluen Art Centre (18 October)	\$2420.90	N	October 2008	Newspaper - \$413.40 Television - \$2007.50	Centralian Advocate Alice Springs News

OPERATIONAL YEAR 2007 – 1 JANUARY TO 30 DECEMBER 2007

Name of campaign	Total	Formal market research Y/N	Months	Breakdown of campaign costs	Suppliers
All Arts Grants – Call for Applications	\$6288.84	N	January to March 2007	Newspaper - \$5182.84 Radio - \$1106.00	NT Newspapers CAAMA radio Territory FM 104.1
Circus Oz at Araluen Arts Centre (18 - 21 April)	\$5669.41	N	April 2007	Newspaper - \$2126.61 TV - \$2381.20 Marketing Material - \$1161.60	Centralian Advocate Imparja TV AA Signs and Designs

Not Like Beckett – Red Dust Theatre at Araluen Arts Centre (8-11 May)	\$3730.46	N	May 2007	Newspaper - \$598.76 TV - \$2548.70 Marketing Material/Misc- \$583.00	Centralian Advocate Imparja TV Coleman's Printing Recycled Printing
Mikelangelo and the Black Sea Gentleman at Araluen Arts Centre (12 May)	\$2817.58	N	May 2007	Newspaper - \$180.58 TV - \$2002.00 Marketing Material/Misc- \$464.00	Centralian Advocate Imparja TV Coleman's Printing Recycled Printing
The Shape of Things at Araluen Art Centre (21 June)	\$3054.39	N	June 2007	Newspaper - \$139.39 Radio - \$2442.00 Marketing Material/Misc- \$464.00	Centralian Advocate Imparja TV Coleman's Printing Recycled Printing
LaLaLuna at Araluen Arts Centre (13-14 July)	\$3513.05	N	July 2007	Newspaper - \$965.45 Television -\$2465.10 Marketing Material/Other- \$82.50	Centralian Advocate Alice Springs News Imparja TV
Australian Opera at Araluen Art Centre (25 August 2007)	\$3061.85	N	August 2007	Newspaper - \$550.00 Television -\$2165.90 Marketing Material/Other- \$345.95	Centralian Advocate Imparja TV Recycled Printing