

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Tollner to Minister for Business

**Advertising/Information Campaigns**

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio. Please provide the name of each campaign and which companies were engaged to undertake the work.
  2. What was the cost of each of these campaigns.
  3. Please advise the months in which the expenditure occurred, the medium that was used for the campaign (TV, Leaflet, Radio) and the amount spent on each medium.
  4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken.
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Please find Attachment A, which outlines the Department of Business and Employment's advertising/information campaigns.

<b>2008/09 Campaign: Defence Support July 2008 - Ongoing</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$11 577	-	-	-	<b>\$11 577</b>

**Suppliers**

HMA Blaze

NT News

Northern Defence Magazine

NORFORCE Magazine

Australian Defence Magazine

**Market Research**

None

<b>2008/09 Campaign: Business and Skilled Migration July 2008 - Ongoing</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	-	-	-	\$17 656.52	<b>\$17 656.52</b>

**Suppliers**

Michels Warren Munday  
 Government Printing Office  
 The Exhibitionist  
 First Class

**Market Research**

Desktop research, feedback from international attendance to information sessions.

<b>2008/09 Campaign: Meet the Buyers Oct 2008</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$3 439	\$3 234	-	\$17 985	<b>\$24 658</b>

**Suppliers**

First Class  
 Government Printing Office  
 NT News  
 Darwin and Palmerston Sun  
 Katherine Times  
 Tennant Creek and District Times  
 The Centralian Advocate  
 Alice Springs News  
 Arafura Times  
 Gove FM (8EAR)  
 Mix 104.9  
 Hot 100  
 Territory FM  
 Sun FM

**Market Research**

Evaluation of previous program.

<b>2008/09 Campaign: Business Upskills July 2008 - Ongoing</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$19 560.66	-	-	\$24 375.88	<b>\$43 936.54</b>

**Suppliers**

Claire Pillant  
 Catalyst Consulting International  
 NT News  
 Darwin and Palmerston Sun  
 The Katherine Times  
 Tennant Creek and District Times  
 The Alice Spring News  
 The Centralian Advocate  
 Arafura Times

**Market Research**

Previous event evaluation, survey of attendees.

<b>2008/09 Campaign: Getting Started in Business July 2008 - Ongoing</b>					
	<b>Print Advertising</b> (24 Feb, 7 Mar)	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$1 954.15	-	-	\$1400	<b>\$3 354.15</b>

**Suppliers**

NT News

The Centralian Advocate

Australian Hoteliers Association (AHA) Expo

**Market Research**

Previous event evaluation, survey of attendees.

2008/09 Campaign: ecoBiz NT Jan 2008 - Ongoing					
	Print Advertising (14 Feb, 24 Mar)	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
<b>Expenditure</b>	\$2 066	-	-	-	<b>\$2 066</b>

**Suppliers**

NT News

**Market Research**

None

<b>2008/09 Campaign: October Business Month 2008 July – Nov 2008</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$13 816.41	\$22 422	-	\$42 261.92	<b>\$78 500.33</b>

**Suppliers**

First Class  
 NT News  
 Arafura Times  
 The Centralian Advocate  
 Darwin and Palmerston Sun  
 Southern Cross  
 Mix 101.4  
 Government Printing Office

**Market Research**

Previous event evaluation, survey of attendees.

<b>2008/09 Campaign: Northern Territory Government Employment Programs – Entry level, apprenticeships, graduates and training programs July 2008 - Ongoing</b>					
	<b>Print Advertising</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$28 483.67	-	-	\$12 851.65	<b>\$41 335.32</b>

**Suppliers**

Stickers and Stuff  
 Government Printing Office  
 Aussie Signs  
 HMA Blaze  
 Arafura Publishing (Nt) Pty Ltd  
 Bellette Media  
 Goodcareermove Pty Ltd  
 Palm Photographics  
 Territory Party Hire  
 Charles Darwin University

**Market Research**

Evaluation of previous program.

**2008/09 Campaign: Formerly DCM: Skilled Worker Program  
July 08 – Dec 08  
Note: Project transferred to DBE from DCM in December**

	<b>Print Advertising (Oct 08)</b>	<b>Radio Advertising</b>	<b>TV Advertising</b>	<b>Associated Marketing Expenditure</b>	<b>Total Campaign</b>
<b>Expenditure</b>	\$103 694.64	\$60 824.80	-	\$251 481.25	\$416 000.69

#### **Suppliers**

PowerWater  
 Azure Wireless  
 CAAMA (Central Australian Aboriginal Media Association)  
 Chamber of Commerce  
 Chung Wah Society  
 Creative Territory  
 Digifilm  
 Display Creation  
 Employee Assistance Service  
 Fordtronic Video and Sound  
 Glenelg Football Club  
 Government Printing Office  
 Harbourview Function Centre  
 HMA Blaze

IHG Hotels Management  
 Katherine Times  
 Moreton Hire  
 Nationwide News  
 Northern Territory Broadcasters  
 QANTAS  
 Reidys Lures  
 Renniks Exhibitions  
 Senbri Travel  
 Signcity  
 Sprout  
 Tennant and District Times  
 Stickers and Stuff  
 Vic Racing Club

2008/09 Campaign: Land Development Corporation					
	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
<b>Expenditure</b>	\$42 949.85	-	-	\$21 199.47	<b>\$64 149.32</b>

**Suppliers**

HMA Blaze  
 Australian Financial Review  
 The Australian  
 The Weekend Australian  
 SignCity  
 Imprint Design  
 Image Offset  
 Sprout

**Market Research**

None

2007/08 Campaigns: July 07 – Jun 08					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
Business and Skilled Migration  <i>Suppliers</i> - Government Printing Office - First Class	-	-	-	\$62 000	\$62 000
Defence Support <i>Suppliers</i> -Northern Defence Magazine -NORFORCE Magazine -Defence Today -Relocation Northern -Defence Life	\$21 444.50	-	-	\$6 500	\$27 944.50

2007/08 Campaigns: July 07 – Jun 08					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
Meet the Buyers Expo  <i>Suppliers</i> - NT News - The Centralian Advocate - Darwin and Palmerston Sun - Katherine Times - Tennant Creek and District Times - Alice Springs News - Arafura Times - Government Printing Office	\$4 000	-	-	\$29 000	\$33 000
Territory Business Upskills  <i>Suppliers</i> - NT News - The Centralian Advocate - Government Printing Office	\$30 000	-	-	\$4 000	\$34 000
Franchising Seminars  <i>Suppliers</i> - NT News - The Centralian Advocate - Government Printing Office	\$3 000	-	-	\$10 000	\$13 000

2007/08 Campaigns: July 07 – Jun 08 cont.					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
October Business Month 2007  <i>Suppliers</i> - Big Picture - The Paint and Sign Centre - KIK FM - Sprout - Government Printing Office - NT News - Arafura Times - The Centralian Advocate - Darwin and Palmerston Sun - Southern Cross - Mix 101.4 - Tennant Creek & District Times	\$10 000	\$20 000	-	\$43 000	\$73 000
Land Development Corporation  <i>Suppliers</i> - Government Printing Office - Sprout - Knight Frank	\$10 816.88	-	-	\$15 7178	\$26 534.68

2007/08 Campaigns: July 07 – Jun 08 cont.					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
NTG Employment Programs	\$42 108.54	\$2 743	-	\$18 813.25	\$63 664.79
<i>Suppliers</i> Stickers And Stuff Charles Darwin University Government Printing Office DM's Promotional Products Aussie Signs Melzelco Pty Ltd Erwin Chlanda Pty Ltd Skycity Darwin Pty Ltd Seek Ltd Territory Party Hire Katherine Times Charttes Training Advisory Council Nationwide News Pty Ltd Palm Photographics HMA Blaze Pty Limited Radio Larrakeyah Yolngu Radio CAAMA (Central Australian Aboriginal Media Association) TEABBA – Top End Aboriginal Bush Broadcasting Association					

2006/07 Campaigns: July 06 – Jun 07					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
Defence Support  <i>Suppliers</i> -Northern Defence Magazine -Australian Infantry Magazine -Wings -NORFORCE Magazine -NT News -Australian Defence Magazine -Sprout -Stancan (Designs) - HMA Blaze - Australian Financial Review	\$10 816	-	-	\$11 1126	\$21 928.60
Business Upskills  <i>Suppliers</i> - Government Printing Office - NT News - The Centralian Advocate - Arafura Times	\$40 000	-	-	-	\$40 000
Territory Business Centre  <i>Suppliers</i> - Government Printing Office	-	-	-	\$11 000	\$11 000

2006/07 Campaigns: July 06 – Jun 07					
Key Projects	Print Advertising	Radio Advertising	TV Advertising	Associated Marketing Expenditure	Total Campaign
October Business Month  <i>Suppliers</i> - First Class - NT News - Arafura Times - The Centralian Advocate - Darwin and Palmerston Sun - Southern Cross - Mix 101.4 - Government Printing Office - Stickers and Stuff	\$15 000	\$10 000	-	\$31 000	\$56 000
Business and Skilled Migration  <i>Suppliers</i> - Government Printing Office	-	-	-	\$25 000	\$25 000