

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Mills to Minister for Education and Training

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.
-

Please find enclosed Attachment A which outlines details of the Department of Education and Training advertising/information campaigns.

In 2007 the department engaged Polson NT to conduct market research for the teacher recruitment campaign at a cost of \$5000.

The Department of Education and Training also conducts market research utilising the knowledge, experience and expertise of department staff.