

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Hickey

to Minister for Health, Family and Children's Services

Advertising by Agencies

1. What was the amount of funds spent by your Department on advertising since 1 July 1996.
2. What form of advertising and how much was spent in each category eg, television, print etc.
3. What are the name(s) of advertising agencies or consultant companies used to prepare these advertisements.
4. What was the amount of money spent on advertisements in which the Minister appeared (in the case of television) or his photograph appeared.

ANSWER

When answering please return 2 copies to The Clerk of the Legislative Assembly

See Attachment.

RESPONSE TO WRITTEN QUESTION NO 44

1.	Financial period 1996/97		\$1,032,081	
	Financial period 1 July to 30 November 1997		\$459,262	
2.			1996/97	1.7.97- 30.11.97
	Recruitment advertising		\$491,381	\$152,974
	Non recruitment		\$540,700	\$306,288
		1996/97	1.7.97- 30.11.97	
	TV/Radio (approx 65%)	\$351,455	\$199,087	
	Print (approx 35%)	\$189,245	\$107,201	
	(includes press & other resources)	\$540,700	\$306,288	
	TOTAL		<u>\$1,032,081</u>	<u>\$459,262</u>
3.	Agencies used:			
	CAAMA, Burrundi Pictures, Delta Productions, Local Boy Productions, Crow Media, Clemenger and Total Advertising.			
4.	TV		Nil	
	Press		\$1,854	