

## LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

### WRITTEN QUESTION

Mr Vowles to the Chief Minister:

#### **Communications and Marketing Bureau (CMB)**

1. In relation to the CMB, as at 31 March 2015 and 31 March 2016:
  - (a) How many staff were employed?
  - (b) By level and position description, what was the staffing structure?
  - (c) What was the total expenditure for the first three quarters in each financial year?
  - (d) In relation to (c) above, what was the itemised expenditure?
  - (e) In the first three quarters of each financial year, how many marketing and advertising campaigns were undertaken?
  - (f) For each of the campaigns mentioned in (e) above:
    - (i) What is the total cost?
    - (ii) What is the itemised cost of design, production and display/publication?
    - (iii) Who recommended design, production and display/publication?
    - (iv) Who approved design, production and display/publication?
    - (v) Who undertook design, production and placement of advertisements?
    - (vi) Were any expressions of interest, quotes/tenders or certificates of exemptions called for or issued?
    - (vii) If the answer to (f)(vi) above is “yes” what are the details?
  
2. In relation to the CMB, in the first three quarters of 2014/15 and 2015/16:
  - (a) Were any focus groups, opinion polls or surveys conducted?
  - (b) If so, what was the purpose and cost of each focus group, opinion poll or survey?
  - (c) Who recommended and who approved expenditure for each focus group, opinion poll or survey?

(d) For each focus group, opinion poll or survey, were any expressions of interest, quotes/tenders or certificates of exemptions called for or issued?

(e) If the answer to (d) above is "yes" what are the details?

---