

Legislative Assembly of the Northern Territory

Response to Written Question

Minister	The Hon Peter Chandler MLA
Portfolio	Education
Agency	Department of Education

Question Reference	WQ309 – Government Advertising
From	Ms Nicole Manison MLA

Question

Government Advertising

1. Please provide the details and costs of advertising and communications in 2014-15.
2. Please provide the details and costs of all government advertising that contained either the image or voice of the Minister or Chief Minister or the name of the Chief Minister or Minister.

Answer:

**** Note: 30 June 2015 financial year figures are not yet available as the financial year accounting systems are yet to close. A further response will be provided by 17 August 2015.***

1. Advertising and marketing expenditure totalled \$323 021 in the 2014-15 financial year to 31 March 2015. Details are in Table 1.

Table 1

	2014-15
	1 July 2014 to 31 March 2015
	\$
Advertising	
Newspapers	122 907
Radio	0
Television	20 499
Magazines/journals	0
Online advertising	250
Outdoor (banners)	0
Sub-Total	143 656
Marketing	
Displays	5 903
Events and exhibitions	0
Brochures /leaflets	46 668
Promotional merchandise	0
Multimedia (DVDs, CDs)	7 456
Newsletters	14 717
Marketing research	0
Photography	8 606
Editorials	6 886
Consultation and planning	2 400
Marketing websites	32 535
Media monitoring	6 308
Editing and proofreading	0
Plaques and engraving	4 709
Crisis communications	0
Sponsorships	43 177
Sub-Total	179 365
TOTAL	323 021

2. Department of Education advertising for 2014-15 financial year to 31 March 2015 has included no images or voices of the Minister or Chief Minister or the name of the Chief Minister or Minister.