

Question No: 32

Question: Payments to External Agencies

Date: 13/08/91

Member: Mr EDE

To: MINISTER for TOURISM

1. What promotions of the Northern Territory's history, attractions or resources in any form, including electronic media advertising, books and general print material, have been funded by the Chief Minister's Department, or any of its agencies, where the person or body engaged was not a full-time employee of a government department or agency in the years -

- (a) 1988/89;
- (b) 1989/90; and
- (c) 1990/91 to date.

2. What were the titles of the promotions referred to in part 1, including the titles of the books, general print material and electronic media advertising.

3. What was the total amount expended by the Chief Minister's Department and its agencies on the promotions referred to in part 1.

4. Of the promotion referred to in Question 1, which promotions were assisted by -

- (a) payments in advance;
- (b) use of government facilities at no charge; and
- (c) use of government administration support at no charge.

5. What was the value of the assistance rendered in each promotion.

6. Which of the promotions contained provisions for payment of future royalties to the person or body responsible for carrying out the promotion.

7. How many and in which of the promotions was there provisions for the costs incurred by the government or its agencies to be offset against future royalty income.

8. In how many and which of the promotions were expressions of interest of tenders called before a person or body was engaged to carry out that promotion.

ANSWER

1. See attached. * Note 1990-91 is the complete year.

2. See attached.

3. See attached.

4. (a) Nil. Activities operating on progress payments are identified in the grid (see P.P.).
(b) Nil.
(c) Nil.

5. Nil.

6. Nil.

7. ABC Holiday Program.

8. See attached.

Note that graphic artists are exempt from necessity for public tender. As such, concepts for creative work are not submitted for public tender.

Work commissioned through the advertising agency (Dancer Fitzgerald Sample to 20 December 1988 and Saatchi and Saatchi Australia since) is also not submitted for public tender. Attachment for questions 1 to 3.

ACTIVITY Q.1 & 2 PP TOTAL COSTS (\$) Q.3 Tenders
Called
1990-91 1989-90 1988-89

1. ADVERTISING

a) Television Yes Nil - Agency
(production &
placement)

- Map ad 189 700
- Animated ad 1 888 689 1 550 094

b) Print Yes Nil - Agency
(production %
placement)

- Magazine campaign 876 918 459 223 1 107 409
- Shoulder Season 274 835
- Pilots' Dispute 834 963

c) Miscellaneous 207 378 202 118 208 097 Nil - Agency

Sub-Total 2 972 985 3 321 233 1 505 206

2. (a) PUBLICATIONS

Holiday Planner Yes 220 406 251 300 337 486 Yes
Motivational Brochure Yes 122 063 45 644 90 000 Nil - Agency
Visitors Guide 46 931 1 849 60 000 Yes
The Meeting Spirit 48 729 Yes
NT Touring Map 30 360 14 073 27 090 Yes
Promotional Map 2 930 20 286 6 210 Yes
Strip Map Alice
Springs/Ayers Rock Yes 150 10 130 28 827 Yes
Strip Map Darwin/
Kakadu/Katherine 38 044 Yes
Strip Map Darwin/
Litchfield Yes 1 555 Nil
Strip Map Coast
to Coast Yes 26 600 Nil (Yes in part)
Tracks of
Australia's NT 14 063 72 793 Yes

Brochure Shells 23 250 Yes
NT Parks Guide 2 596 Nil
Self Drive Kit 17 570 Yes
Posters Yes 28 637 64 019 39 296 Nil
(Yes in part)
Window Display
material 13 366 9 815 10 909 Nil
Convention Calendar
& Fact Sheets 5 784 Nil
Come Share Our Culture 21 272 32 905 Yes
People of Two Times 13 000 17 000 33 290 Yes

Sub-Total 636 266 577 858 635 704

2. (b) EXTERNAL PUBLICATIONS PURCHASED

Into the Outback
(Territory Editorial) 18 800 20 000 N/A
Fishing Guide & Kit
(Dept of Primary
Industries & Fisheries) 3 286 5 000 N/A
Arriving & Surviving
in the NT (Dept of Health) 7 500 N/A
Park Maps (ANPWS &
(Dept of Lands & Housing) 2 300 2 468 N/A
Profile of NT
(Sovereign Gold Ent) 9 000 22 800 N/A

Sub-Total 33 386 47 800 9 968

2. (c) VIDEOS Production & Duplication

Last I Heard 1 344 2 820 Yes
Heart & Soul
of Australia Yes 14 012 34 390 Yes
Red Centre
Meeting Place 30 000 Nil*

Sub-Total 45 356 34 390 2 820

* No tender possible. Subject was National Mutual Conference and filming was done by their exclusive access company.

3. PROMOTIONAL ACTIVITIES (National)

Brolga Awards 106 009 109 133 102 633 Nil
National Industry
Promotions 5 850 3 701 Nil
Fishing Promotion 1 500 N/A
Shoulder Season
Promotion Yes 641 110 622 099 10 122 Yes Agencies
Bush Tucker Man
(Fee & utilisation) Yes 91 092 32 945 37 030 Nil
Bureau Consumer &
Trade Promotions Yes 123 114 155 579 127 119 Nil
World Solar
Challenge Yes 10 527 Nil
Special Events

Support 17 221 20 901 8 995 Nil
Window Display
(Erection & dismantling) 24 867 24 374 Nil
Convention satchels
& banners 1 715 26 022 20 999 Yes
Off Season Promotion 18 364 Nil
Central Aust Masters Games 2 019 Nil

Sub-Total 1 023 005 991 053 330 982

4. PUBLICITY ACTIVITIES (National)

Visual Library
Maintenance Yes 26 028 27 336 17 237 Yes
Press Releases 26 001 14 209 22 910 Nil
Storylines (Media Bulletin) 19 299 29 307 38 024 Yes
Territorial (Wholesalers
Bulletin) 2 612 5 015 N/A
ABC Holiday
Program Yes 20 000 Nil
Trade & Media
Familiarisations 119 152 75 009 64 045 N/A
Darwin Cup Sky Channel 41 222 21 075 Nil
Today Show Outside B'cast 25 000 Nil
Giants of Time
(Book & film support) 10 000 Nil

Sub-Total 213 092 202 098 188 291

INTERNATIONAL OFFICES

1. ADVERTISING

Print Media
- Europe 182 006 214 447 225 855
- Japan 79 553 82 685 58 853
- New Zealand 44 525 49 744 36 868
- USA 202 171 202 195 131 982
- SE Asia 129 077 143 753 193 410
- UK/Scandinavia 80 749 88 650 72 028
- Canada 52 116 63 106 41 690

Sub-Total 770 197 844 580 760 686

2. PUBLICATIONS (Offshore)

The Real Outback
(USA/Canada) 60 423 99 835 54 106
Croc & Friends Brox (UK) 200 000
NT Travel Hints (Japan) 26 000
NT/QTTC Joint Brochure 24 288
Chinese translated
brochure 8 987
Overprint NT Guide (Japan) 37 617
Travellers Guide (German) 21 028
Overprinting brochures
(German) 17 928

Passage to Outback flyer
(USA) 3 903
Overprinting brochures
(SE Asia) 9 166
Tear off Maps (LHR) 5 317
Travellers Guide (LHR) 7 600

Sub-Total 171 969 350 123 54 106

3. PROMOTIONS

- Europe 100 777 120 426 58 104
- Japan 27 706 38 681 21 051
- New Zealand 14 349 19 914 13 641
- USA 104 973 122 759 71 737
- SE Asia 37 061 35 411 28 930
- UK/Scandinavia 49 603 42 569 43 704
- Canada 29 677 31 251 24 416
- Britannia Air Charters 165 000
- Asahi TV 63 823
- ATC Co-op ATS TV 27 216
- BBC TV Special 4 958 57 723
- USA Travel Mission 4 538 50 988
- Singapore Airlines
Charters 66 592
- Malaysian Airline
System 54 091
- Trabant Promo 7 352
- Joint NT/SQ FRA promo 23 526

Sub-Total 458 611 842 353 261 583

TOTALS 6 324 867 7 211 488 3 749 346