

Estimates Committee 2012

Questions Taken On Notice

(12/06/2012 to 21/06/2012)

Date: 19/06/2012 Output:
Sub Output:
Subject: Breakdown of advertising for the cash for containers scheme

From: Mr Peter Chandler to Mr Karl Hampton
Natural Resources Environment and Heritage

7-14
Question: How much has the NT government spent on advertising the cash for containers scheme? What is the breakdown for TV, radio, newspaper, electronic - we had that, but there was \$65 000 for other. What is the other?

Answer:
Answered On: 19/06/2012

ESTIMATES COMMITTEE

Question Taken on Notice

Date: 19 June 2012 Output: Environment and Heritage
Sub Output: Environment and Sustainability

Subject: Advertising for Cash for Containers breakdown

From: Minister Hampton To: Member for Brennan

Department: Natural Resources, Environment, the Arts and Sport

Number: 7.14

Question: How much was spent on advertising for Cash for Containers with a breakdown of TV, paper, electronic advertising. What is the \$68 000 listed as other in the response provided?

Answer:

- \$309 000 has been spent on communications and marketing activities for Cash for Containers from 1 July 2011 to 18 May 2012. Broken down as follows:
 - \$112 000 print advertising
 - \$47 000 radio advertising
 - \$47 000 TV advertising
 - \$35 000 printing
 - \$68 000 other.

Other comprises:

- Promotional materials – 25,000 piggy banks;
- NT News on-line advertising;
- Direct mail to schools and community groups about the scheme;
- Facebook page and facebook advertising;
- Distribution of fact sheets and brochures;
- Advertising on the Casuarina Stairwell near the eatery; and
- Signage for Collection Depots.