

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Higgins to the Chief Minister

Masterbrand Boundless Possible

1. Please advise the total budget provision for the Masterbrand?
2. To the end of September 2018 what is the expenditure by category of cost?
3. What are the specific KPIs for the initiative? What are the performance measures and when will the evaluation occur?
4. What data is collected on the advertising seen and read (awareness)?
5. What data is collected on conversion from awareness?
6. What is the current rate of conversion?
7. What was the cost of the advertising during the AFL grand final?
8. How many people saw the advertisement? How do you measure its success or otherwise?
9. How many people have indicated an interest in coming to the NT as a result of this expenditure?
10. Why was a similar advertisement not undertaken during the Rugby League Grand Final? Is NSW not a target market?