

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Lambley to the Chief Minister:

Masterbrand and Population Growth Strategy

Significant amounts of time and public money was spent in 2019/20 on the Masterbrand and Population Growth Strategy – “The Territory, Boundless Possible” campaign.

More than \$50 million was budgeted for this campaign over two years. By all accounts, the campaign can only be considered a failure.

Despite this expenditure, the actual population growth in the Northern Territory in 2019/20 was well below all budgeted estimates.

The “action plan” was scrapped in May 2019.

1. Please advise if the entire budgeted \$50 million was spent during the shortened period – originally it was for a 2 year period?
 2. What population growth strategies are currently being employed?
 3. How much funding is the NT Government allocating to this work in the 2021 budget?
 4. How many people are employed to do this work?
 5. Have you reassessed this work in lieu of the failure of the Boundless Possible campaign?
 6. Have you amended the 2018-2028 NT Population Growth Strategy?
 7. If you have you amended the 2018-2028 NT Population Growth Strategy, please provide details.
-

ANSWERS:

1. No, the entire budget was not expended over the two year period.
2. Population attraction activities have been integrated into business as usual functions across a number of departments.
3. Nil.
4. Nil.
5. Not applicable.
6. No.
7. Not applicable.