



Australian Government

Department of Defence

**Department of Defence Total Spend on Advertising and Information  
Campaigns, 1 July 2018 to 31 March 2019**

<b>Type of Advertising</b>	<b>Amount (AUD) \$</b>
ADF Recruiting	32,977,263.91
Non-ADF Recruiting	3,902,907.02
<b>Total Advertising</b>	<b>36,880,170.93</b>

**Forecast expenditure across the forward estimates for the contracts awarded by the Defence Innovation Hub**

From 2018-19FY to 3 April 2019, Defence Innovation Hub contract expenditure is \$27.85 million (exc GST).

	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	Total
	\$m	\$m	\$m	\$m	\$m	\$m
Contract Awarded Expenditure Forecast	20.26*	19.74	14.34	1.99	0.00	56.33

*\*Does not include contract expenditure made between FY2018-19 to 3 April 2019.*

Type of Advertising	Contract Number	Contract Description	Capability Group	Vendor	Total Spent	
ADF recruiting	4600001853	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Defence People Group	UNIVERSAL MCCANN	14,955,264.55	
	4600000440	Creative Advertising and Digital Services	Defence People Group	HAVAS WORLDWIDE AUSTRALIA PTY	6,874,206.49	
	4501025744	Campaign Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	3,808,581.96	
	4600001880	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Defence People Group	UNIVERSAL MCCANN	2,339,587.00	
	4600000416	Australian Defence Force Recruiting	Defence People Group	MANPOWER	1,354,444.48	
	4501024985	Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	990,640.33	
	4501048203	Defence Force recruiting media support services	Defence People Group	COX INALL CHANGE PTY LTD	378,233.01	
	4501050686	WHOLE OF AUSTRALIAN GOVERNMENT (WOAG) STATIONERY AND OFFICE SUPPLIES (SOS)	Defence People Group	WINC AUSTRALIA PTY LIMITED	198,017.23	
	4501055766	MANDATORY WHOLE OF GOVERNMENT CAMPAIGN EVALUATION MARKET RESEARCH SERVICES	Defence People Group	HALL & PARTNERS	181,380.55	
	4501003726	Non-Campaign Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	146,206.11	
	4501055441	MARKET RESEARCH SERVICES	Defence People Group	KANTAR PUBLIC	141,588.97	
	4501050540	Advertising	Defence People Group	STORYLAB PTY LTD	119,277.16	
	4501054021	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Defence People Group	UNIVERSAL MCCANN	116,853.95	
	4501025366	Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	106,416.54	
	4700001092	Defence Force Recruiting Market Research Services	Defence People Group	CHAT HOUSE RESEARCH PTY LTD	103,725.23	
	4501049722	DEFENCE FORCE RECRUITING MARKET RESEARCH SERVICES PANEL	Defence People Group	HALL & PARTNERS	97,004.87	
	4501055408	Market Research Services	Defence People Group	WHERE TO RESEARCH BASED	92,666.71	
	4501051286	DEFENCE FORCE RECRUITING MARKET RESEARCH SERVICES PANEL	Defence People Group	CHAT HOUSE RESEARCH PTY LTD	87,411.74	
	4600002762	Creative Advertising and Digital Services (CADS)	Defence People Group	VMLY&R	68,419.37	
	4501043319	Market Research Services	Defence People Group	KANTAR PUBLIC	66,247.38	
	4501037059	Advisory Services	Defence People Group	ENTH DEGREE PTY LIMITED	56,153.56	
	4501033179	Market Research Services	Defence People Group	WHERE TO RESEARCH BASED	55,223.55	
	4500976015	Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	51,733.67	
	4501000698	Media Advertising	Defence People Group	DENTSU X AUSTRALIA PTY LTD	33,007.42	
	4501045144	Public Relations	Defence People Group	COX INALL CHANGE PTY LTD	27,271.33	
	4700000835	PROFESSIONAL SERVICES	Defence People Group	HWM. EBSWORTH LAWYERS	25,684.77	
	4501057784	Aust Drone Nationals - Gold Pack	Defence People Group	UNIVERSAL MCCANN	7,000.00	
	4500999758	Media Placement	Defence People Group	DENTSU X AUSTRALIA PTY LTD	5,623.87	
	4501031099	Public Relations (Publicity Services)	Defence People Group	COX INALL CHANGE PTY LTD	5,295.57	
	4700000510	Promotional Merchandise	Defence People Group	WINC AUSTRALIA PTY LIMITED	4,810.03	
	4700001088	Market Research Services	Defence People Group	HALL & PARTNERS	1,111.95	
	4700000411	Promotional Merchandise	Defence People Group	STAPLES AUSTRALIA PTY	-20,907.84	
		NON CONTRACT		ADFHQ	1,364.00	
				Army	85,260.99	
				Defence People Group	405,399.91	
				Joint Capabilities	6,057.50	
	<b>Total ADF Recruiting</b>					<b>32,977,263.91</b>
	Non ADF Recruiting	4600000979	Media planning and placement services	Strategic Policy & Intelligence Group	DENTSU X AUSTRALIA PTY LTD	2,395,384.84
		4501064037	Promo and advertising products for AIA 19	Air Force	AIR FORCE SHOP	259,018.19
		4501034907	Creative Advertising and Digital Services	Strategic Policy & Intelligence Group	TBWA MELBOURNE	97,726.76
		4501032786	Marketing and advertising campaign 2018 - Defence Graduate Program	Defence People Group	DENTSU X AUSTRALIA PTY LTD	73,754.80
		4501058528	Master Media Agency Services for the Australian Government	Defence People Group	UNIVERSAL MCCANN	69,228.60
		4501044656	Promotional merchandise for RAAF	Air Force	PAULA M PROMOTIONS	54,613.00
4501040244		Advertising for DIO Marketing campaign	Strategic Policy & Intelligence Group	DENTSU X AUSTRALIA PTY LTD	44,226.26	
4501037624		Market research services	Strategic Policy & Intelligence Group	ORIMA RESEARCH PTY LTD	29,900.00	
4501053916		MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Estate & Infrastructure Group	UNIVERSAL MCCANN	27,224.87	
4501028175		Range Safety Warning Notices	Estate & Infrastructure Group	DENTSU X AUSTRALIA PTY LTD	18,786.06	
4501062945		Creative and Digital Communication Panel	Defence People Group	SWELL DESIGN GROUP	18,180.00	
4501056262		Promotional merchandise for F35-A event	Air Force	AIR FORCE SHOP	17,777.27	
4501061044		Advertising for Essington Lewis Awards	Capability Acquisition & Sustainment Group	YAFFA PUBLISHING GROUP PTY LTD	15,000.00	
4501027678		PW: Live Firing Notices	Joint Capabilities	DENTSU X AUSTRALIA PTY LTD	9,456.12	
4501035540		Recruitment advertising via media agency Dentsu Mitchell	Strategic Policy & Intelligence Group	DENTSU X AUSTRALIA PTY LTD	8,353.15	
4501055572		MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Joint Capabilities	UNIVERSAL MCCANN	4,763.76	
4501055576		Advertising Public Notices Newspapers	Air Force	UNIVERSAL MCCANN	3,122.74	
4501041809		SP&I Group ASD Cyber graphic design services	Strategic Policy & Intelligence Group	INFOFOCUS AUSTRALIA PTY LTD	1,354.50	
4501064115		Advertising in Magazine	Air Force	KEY PUBLISHING LTD	1,263.77	
4501055721		1/2 Page Ad in Grey Nomad Newspaper	Air Force	GNW MARKETING PTY LTD	1,200.00	
4501048774		Advertisement	Army	DENTSU X AUSTRALIA PTY LTD	765.57	
4501049397		Market Square Internal Lift Door	Air Force	A.C. ADVERTISING PTY LTD	420.00	
		NON CONTRACT		ADFHQ	2,448.56	
				Air Force	149,995.53	
				Army	63,328.38	
				Capability Acquisition & Sustainment Group	30,892.06	
				Chief Information Officer Group	13,913.64	
				Defence Executive Support	8,784.81	
				Defence People Group	321,414.50	
				Defence Science & Technology Group	108,108.43	
				Estate & Infrastructure Group	41,079.26	
				Joint Capabilities	29,576.72	
				Joint Operations Command	2,274.56	
			Navy	54,288.70		
			Strategic Policy & Intelligence Group	-74,718.39		
<b>Non ADF Recruiting Total</b>					<b>3,902,907.02</b>	
<b>Grand Total</b>					<b>36,880,170.93</b>	



Australian Government

Department of Defence

**Details of Contract Notices and Amendments published to AusTender from  
1 July 2018 to 31 March 2019 with a UNPSC Category of Advertising:**

<b>CN ID</b>	<b>Supplier Name</b>	<b>Description</b>	<b>Category</b>	<b>Published Value</b>
CN3461364-A1	DENTSU X AUSTRALIA PTY LTD	Marketing and advertising campaign 2018 - Defence Graduate Program	Advertising	11,130.28
CN3523490	BMF ADVERTISING	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523491	CLEMENGER BBDO PTY LTD	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523492	HAVAS WORLDWIDE AUSTRALIA PTY LIMITED	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523503	STORYLAB PTY LTD	Advertising.	Advertising	80,429.20
CN3523503-A1	STORYLAB PTY LTD	Advertising.	Advertising	193,949.20
CN3523504	J. WALTER THOMPSON AUSTRALIA PTY. LIMITED	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523505	BELGIOVANE WILLIAMS MACKAY PTY LTD	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523508	M & C SAATCHI AGENCY PTY LIMITED	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00

Defence Contract Notices and Amendments published to AusTender from 1 July 2018 to  
31 March 2019 with a UNPSC Category of Advertising

<b>CN ID</b>	<b>Supplier Name</b>	<b>Description</b>	<b>Category</b>	<b>Published Value</b>
CN3523511	TBWA MELBOURNE	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3523512	GEORGE PATTERSON Y & R	CREATIVE ADVERTISING AND DIGITAL SERVICES (CADS)	Advertising	13,000.00
CN3533464	UNIVERSAL MCCANN	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Advertising	803,000.00
CN3540460	UNIVERSAL MCCANN	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Advertising	47,247.18
CN3543349	HAVAS WORLDWIDE AUSTRALIA PTY LIMITED	CREATIVE ADVERTISING AND DIGITAL SERVICES	Advertising	12,452.00
CN3545172	UNIVERSAL MCCANN	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Advertising	7,700,000.00
CN3545173	UNIVERSAL MCCANN	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Advertising	33,000,000.00
CN3547081	UNIVERSAL MCCANN	Advertising Public Notices Newspapers	Advertising	15,003.52
CN3547150	UNIVERSAL MCCANN	MASTER MEDIA AGENCY SERVICES FOR THE AUSTRALIAN GOVERNMENT	Advertising	14,593.02
CN3549502	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	10,213.50

Defence Contract Notices and Amendments published to AusTender from 1 July 2018 to  
31 March 2019 with a UNPSC Category of Advertising

<b>CN ID</b>	<b>Supplier Name</b>	<b>Description</b>	<b>Category</b>	<b>Published Value</b>
CN3554266	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	76,151.46
CN3557106	CONSEC - CONFERENCE AND EVENT MANAG	ADFTA Sponsorship	Advertising	27,500.00
CN3563947	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	16,554.32
CN3563948	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	11,681.89
CN3565120	DENTSU X AUSTRALIA PTY LTD	Master Media Agency for Planning and Placement Services Department of...	Advertising	220,639.56
CN3567846	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	10,158.57
CN3567851	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	13,127.06
CN3569593	VMLY&R	Creative Advertising and Digital Services (CADS)	Advertising	55,727,000.00
CN3575208	CREATIVE VISUALS PTY LTD	Promotional Equipment	Advertising	47,903.25
CN3579891	UNIVERSAL MCCANN	Master Media Agency Services for the Australian Government	Advertising	11,693.34
CN3579920	COUNTRYWIDE AUSTRAL PTY LIMITED	Child Safety Messaging	Advertising	54,450.00
CN3580648	ASSOCIATED MEDIA GROUP	Safety Messaging	Advertising	11,000.00

**RESPONSE TO SENATOR GALLACHER QUESTIONS –  
SENATE ESTIMATES 05 APR 19**

Total number of ADF Personnel deployed is approx. 2490

<b>Operation</b>	<b>Deployed Numbers</b>
<b>ACCORDION</b> Support to operations in the Middle East Region, including Operations HIGHROAD, MANITOU and OKRA.	Approx 600
<b>AUGURY PHILIPPINES</b> Enhance the counter terrorism and counter violent extremism capabilities of the Armed Forces of the Philippines.	Authorised up to 100, currently approx. 70
<b>HIGHROAD</b> Contribution to the NATO Resolute Support Mission - Afghanistan.	Approx 300
<b>MANITOU</b> ADF contribution to Maritime Security Operations in the Middle East Region and counter piracy in the Arabian Gulf, the Gulf of Aden, the Red Sea and parts of the Indian Ocean.	Approx 200
<b>OKRA</b> ADF operations in Iraq and Syria to support the coalition response to the Iraq crisis, including the deployment of forces to disrupt and degrade Daesh.	Approx 400
<b>RESOLUTE</b> Contribution to the Whole-of-Government effort to protect Australia's offshore maritime interests.	Approx 600

<p>ASLAN Contribution of Staff and Military Liaison Officers to the UNMISS, a National Support Element, and a liaison team.</p>	<p>Approx 20</p>
<p>ARGOS To provide an ADF contribution to a US-led multinational effort to enforce United Nations Security Council sanctions on the DPRK.</p>	<p>Authorised up to 180, currently approx. 3</p>
<p>PALADIN Contribution of Military Observers and Staff Officers (in Lebanon and Israel).</p>	<p>Approx 12</p>
<p>MAZURKA ADF personnel are located at Forward Operating Base North (in vicinity of El Gorah) and South Camp (in vicinity of Sharm el-Sheikh). Positions are spread across operations, personnel, administration and support functions. Since March 2017, Australia has provided the two-star Force Commander.</p>	<p>Approx 29</p>
<p>CHARTER Provision of support staff to the ADF UNFICYP Force Commander.</p>	<p>Approx 3</p>
<p>SOLOMON ISLANDS ELECTION ASSIST Provision of transport, logistics and advisor support to the Royal Solomon Islands Police Force and Solomon Islands Electoral Commission.</p>	<p>Approx. 250</p>
<p>STEADFAST Deployment of staff to Headquarters NATO Mission-Iraq supporting the continued capacity building of the Iraqi Security Forces.</p>	<p>Approx 2</p>



### **Prioritisation of ADF Operations**

- We cannot discuss operational matters. Prioritisation of ADF operations is classified. A separate briefing can be supplied if required.

### **Emerging operational requirements?**

- We cannot discuss operational matters. Defence does not discuss the details of preparedness matters for security reasons.
- Emergent operations we are currently executing or in the final stages of planning include:
  - OPERATION LINESMEN  
Assist UNC with verification activities associated with the withdrawal of Republic of Korea guard posts from the immediate area of the Military Demarcation Line and Demilitarised Zone.  
**NOTE:** Personnel have not yet deployed.
  - OPERATION FORTITUDE  
Provide mentoring, training, advice and assistance to the commander of the Republic of Fiji Military forces in Lebanon as part of UNDOF.  
**NOTE:** Personnel have not yet deployed.
- A separate briefing can be supplied if required.

### **Postponement or delay of any planned operational activities (including fleet scheduling)?**

- We cannot discuss operational matters, however, Defence routinely reallocates assets from one activity/operation to another for a range of reasons, including to meet Government priorities.

<b>Brief Compiled By:</b>	SQNLDR A Rosen	SO DGMSC	Tel: 02 6265 4758
<b>Brief Cleared By:</b>	CDRE R Boulton	DGMSC	Tel: 02 6265 4758

**The number of service providers, consultants and contractors currently working for and within the Department of Defence. This is not a request for the number of contracts, but the number of people.**

**Definitions:**

Contractors: Employed as individual for labour hire

Consultants: individuals, partnerships or corporations engaged to provide professional, independent and expert advice or services.

Service Providers: Work under outcomes based contracts who employ their own workforce to support Defence capabilities. They undertake activities such as garrison support, information and communication technology functions, maintenance functions, medical support.

- Defence does not individually count the number of contractors due to it being a manual process and consequently only accurate for a specific period of time. This occurred in 2017 and took a long period of time to manually validate workforce contractor numbers against around 24,000 contracts. There were large staff resources behind this effort. This was not an efficient management mechanism; and the number of contractors may change daily depending on the contractual requirement.
- On this basis Defence has been managing the overall contractor workforce through budget control mechanisms. This also accords with how other Government departments manage and report their contractor workforce.
- We see the importance, however, of gaining a better understanding our contractor number and skill sets across Defence. Understanding the skills of this total integrated workforce is important, to best utilise our APS and ADF workforce to deliver capability, and draw on the skills of contractors where necessary to deliver Defence outcomes.
- We are seeking to find a workforce management approach (rather than the budget approach) which is less “mandraulic” than our previous experience.
- In the meantime, we will continue with a manual approach in key capability areas.
- An example of how this is applied is in the shipbuilding workforce where the Department’s internal workforce to deliver the program is an integrated one, consisting of ADF, APS and industry personnel (contractors). In specific segments such as the Naval Shipbuilding workforce contractor numbers are managed and as at 21 March 2019 there are 379 contractors (headcount) used to supplement the Defence workforce mainly in the engineering, technical, project and program management roles where the skills and experience is not able to be recruited into

the public service or where the skills are highly technical and specific to points in time of project management (such as submarine design). In employing contractors there is a knowledge and skills transfer approach where contractors may mentor APS or ADF personnel and assist in increasing their knowledge and experience with the intention that contractor numbers reduce and APS workforce increases as their capability is built.

- To further our reform initiatives, we are looking to adopt this approach in other critical workforce areas. Defence senior leaders will be provided with the resources and support to help manage a holistic workforce management approach.

**Historic spend for Major Capital Facilities works (does not include Estate Works)**

16/17 NT figure \$188.4 million

17/18 NT figure \$378.5 million

**Is there any outstanding project relating to NORFORCE?**

**How much would that be?**

\$39.1 million (NORFORCE component of the Larrakeyah Defence Precinct Redevelopment Program.  
The figure has been taken from the Confidential Cost Estimate)

**Budget for unapproved projects**

RAAF Base Tindal Redevelopment Stage 6 \$262 million

USFPI (KC-30) RAAF Base Tindal Airfield Works and Associated Infrastructure \$547.7 million

Norforce – tasked in progress.

NT Forecast Expenditure – Spreadsheet

**Facilities and Infrastructure Program (FIP)**  
**As at milestone 20200110**

Serial	Project Number	Project Title	Location	Electorate	Status	Previous	2018-19 (\$m)	2019-20 (\$m)	2020-21 (\$m)	2021-22 (\$m)	2022-23 (\$m)	Sub-Total (\$m)	Beyond (\$m)	DC (\$m)	Total (\$m)
1	J0105	JHC Garrison Health Upgrades - New Larrakeyah Health Centre	Larrakeyah	Solomon	Approved		1.032	11.556	1.497	0.012		14.097			14.097
2	J0109	Larrakeyah Defence Precinct Redevelopment	Larrakeyah	Solomon	Approved		26.417	81.207	159.000	142.883	62.454	471.961		23.600	495.561
4	EST0157PH1	JP157 Aviation Refueling Vehicle Infrastructure	RAAF Darwin	Solomon	Approved		1.407					1,407			1,407
5	J0056	JLC EOLRP	RAAF Darwin	Solomon	Approved	0.600	13.516	2.174				16,290			16,290
6	R8085	AIR5431 Air Traffic Control (ATC) Infrastructure - RAAF Darwin	RAAF Darwin	Solomon	Approved	9.438	7.145	21.730	8.492	0.100		46,905			46,905
7	R8000	AIR6000 (2A&B) New Air Combat Capability (NAAC) - RAAF Darwin	RAAF Darwin	Solomon	Approved			2,345				2,345			2,345
8	R7096	AIR7000-2B Maritime Patrol Aircraft (P-8A) FOB	RAAF Darwin	Solomon	Approved			140,000	21,600			161,600			161,600
11	EST0157PH1	JP157 Aviation Refueling Vehicle Infrastructure	Robertson Bks	Lingiari	Approved		1,406					1,406			1,406
	EST0200ph2	Land 200 Tranche 2 Battlefield Communications	Robertson Bks	Lingiari	Approved			1,700				1,700			1,700
12	EST0017PH1B1C	LAND17 1B/1C IFS Facilities	Robertson Bks	Lingiari	Approved	7.555	6.364	0.473				14,392			14,392
13	A9052	25-100 Metre Range Complex	Robertson Bks	Lingiari	Approved		6,400					6,400			6,400
14	EST2110PH1B	LAND2110-1B CBRND (Mask Test Facilities)	Robertson Bks	Lingiari	Approved			3,100				3,100			3,100
15	J0105	JHC Garrison Health Upgrades - Robertson Health Centre Refurbishment	Robertson Bks	Lingiari	Approved		0.482	1.473	0.001			1,956			1,956
16	A9035	RCTA Post Acquisition Works	Robertson Bks	Lingiari	Approved		3,971	3,383	0.017			7,354			7,354
19	EST0799PH1	DEF 799 Geospatial Intelligence Satellite Project	RAAF Tindal	Lingiari	Approved		2,645					2,645			2,645
20	R8085	AIR5431 Air Traffic Control (ATC) Infrastructure - RAAF Tindal	RAAF Tindal	Lingiari	Approved	40.202	4.895	3.736	0.389			49,222			49,222
21	P0006	Airfield Capital Works	RAAF Tindal	Lingiari	Approved	35.294	3.887	1.000				40,181			40,181
22	EST0157PH1	JP157 Aviation Refueling Vehicle Infrastructure	RAAF Tindal	Lingiari	Approved		0.886					0,886			0,886
23	J0091	LAND998-1 Aviation Fire Truck (Foam Test Facy)	RAAF Tindal	Lingiari	Approved			2,530				2,530			2,530
24	R8000	AIR6000 (2A&B) New Air Combat Capability (NAAC) - RAAF Tindal	RAAF Tindal	Lingiari	Approved	211.942	194.624	77.649	8.662			492,877			492,877
25	R7082	AIR5077-3 AEW&C Tindal LIA	RAAF Tindal	Lingiari	Approved				21,000	6,500		27,500		8,736	36,236
29	R8092	AIR 5349-3 - EA-18G Growler - Delamere Infrastructure	NT TA&R	Lingiari	Approved	46.500	31.400	25.000				102,900			102,900
30	R8097	Delamere Redevelopment	NT TA&R	Lingiari	Approved	56.792	17.556	0.052				74,400			74,400
33	EST2025PH0	JORN Phase 6 Facilities	Alice Springs	Lingiari	Approved		10,425	34,254	14,990	0.015		59,684	2,400	7,997	70,181
<b>TOTAL - Approved and Unapproved</b>						<b>408.323</b>	<b>334.458</b>	<b>413.362</b>	<b>235.631</b>	<b>149.510</b>	<b>62.454</b>	<b>1,603.738</b>	<b>2.480</b>	<b>40.303</b>	<b>1,646.521</b>

## **Forecast expenditure across forward estimate for activities related to PFAS IM Program**

The current and forecasted budget for the PFAS IM Branch is as follows:

- FY 2019/20 - \$205m
- FY 2020/21 - \$101m
- FY 2021/22 - \$59m
- FY 2022/23 - \$32m

In future years, the forecast budget reduces and is reflective of current ongoing commitments only.

The future years' forecasts do not include budget estimates for activities that have yet to approach the market.

### **Including FTE**

In FY 19/20, Defence is budgeting approximately \$5.1m on salary costs for 40 APS staff in PFASIM Branch. Administrative expenditure costs including admin, travel, training and IT for FY 19/20 is \$1.2m.

### **No. and value of consultancies and contractors**

Spending on embedded contracted staff is as follows:

- FY 19/20 - \$15.6m (3 contracts; PFASIM PMCA, procurement advice and technical advice)
- FY 20/21 - \$4.7m
- FY 21/22 - \$1.4m
- FY 22/23 - \$0.4m

Spending on environmental investigations and management activities for the PFAS IM Program is as follows:

- FY 19/20 - \$188m (150 contracts)
- FY 20/21 - \$95.1m
- FY 21/22 - \$56.4m
- FY 22/23 - \$30.8m

There is a total of 153 contracts managed by the Branch.

**Question**

- An itemised list of all advertising and information campaigns run the by the Department for the current FY, and the funds attributed to each campaign.
- Detailed information about the advertising and information campaigns the department has planned for the rest of the 208-19 year, including the content of those campaigns estimated expenditure and detail on ad-buys and placements.
- This document reports on the Defence Force Recruiting element by campaign for media placement.

**Response:**

- The Department of Defence spend on advertising and information campaigns for the period 1 July 2018 to 31 March 2019 was \$36.880 million (exclusive of GST). The majority of this expenditure related to Defence Force Recruiting and the Australian Defence Industry Skills and Jobs – National Defence Industry Project Campaign.
- Defence's advertising budget is used for the placement of advertising material and campaigns through the Department of Finance managed whole-of-Government Master Media Agency contract, which is currently Universal McCann and Dentsu x.

**Defence Force Recruiting**

- Defence Force Recruiting campaigns are in market across Television, Culturally and Linguistic Diverse (CALD) Press, Out of Home, Cinema, Online Video, Digital Display, Social Media and Search channels.
- Content of the Defence Force Recruiting campaigns is brand messaging aimed at driving awareness, propensity and consideration for each of the Services.
- The breakdown of the 2018-19 advertising placement expenditure by campaign is provided below.

<b>FY2018/19 Expenditure (inclusive of expected April to June)</b>	
Navy	6,934,645.39
Army	9,429,838.44
Air Force	5,116,188.26
ARES	2,892,565.45
Tri-Service	4,587,256.48
CALD/ Indigenous	1,039,505.98
<b>Total</b>	<b>30,000,000.00</b>

## UNCLASSIFIED

- In addition, the Creative and Digital Services contractor expenditure for 2018-19 is \$11.6 million, which generates the material and does not place advertising with media outlets.

### **The Australian Defence Industry Skills and Jobs**

- The Australian Defence Industry Skills and Jobs – National Defence Industry Project Campaign ran in two phases from 5 November 2017 to 30 June 2018. The Campaign Media Strategy was considered and approved by the Government. Total 2017-18 expenditure on the Campaign was \$16.1 million.
- Defence 2018-19 residual expenditure on the Campaign was \$2.425 million (GST exclusive).
- There is no National Defence Industry Skills and Jobs Information Campaign advertising planned for the remainder of the 2018-19 financial year.





**Australian Government**

**Department of Defence**

### **\$150 million Additional funding to support Defence Capability**

- The Government will provide \$150.0 million over two years from 2021-22 to support emerging capabilities for the Australian Defence Force.
- There have been ongoing discussions with Government and Central Agencies on the pressures impacting the Defence Budget, particularly as large programs ramp up.
- Government has provided the additional \$150 million to support the ongoing reprioritisation process of the Integrated Investment Program (IIP).
- The funding has initially assisted in reducing the level of capital over allocation we apply to our acquisition/capital budgets in those years.
- Support for emerging capabilities will be addressed as part of future updates/reprioritisation of the IIP and through the upcoming Force Structure Plan process which will review capability gaps and opportunities.