

Senate F&PA Committee

Tabled Document

Inquiry: Budget Estimates 19-20

Date / Time: 4/4/19 5:51pm

Witness Name: Ms Rosemary Huxtable

Organisation: Dept. of Finance

Jenny McAllister Senator request

Question:

- (a) Department's total expenditure on advertising and information campaigns in the current financial year?
- (b) An itemised list of all advertising and information campaigns run by the Department for the current financial year, and the funds attributed to each campaign.
- (c) Detailed information about the advertising and information campaigns the department has planned for the rest of the 2018/19 year, including the content of those campaigns, estimated expenditure and detail on ad-buys and placements.
- (d) An itemised list of all AusTender Contract Notice numbers for all advertising and information campaign contracts in the financial year.

Answer:

(a) As at 28 February 2019, The Department of Finance's total expenditure on advertising was \$45,458.83 (excl GST) for 2018/19 YTD.

(b) An itemised list of all advertising expenditure:

• Universal McCann (property pre acquisition declaration):	\$15,981.45
• Dentsu Mitchell Media Australia (in relation to electorate offices):	\$14,020.18
• Universal McCann (in relation to electorate offices):	\$9,910.30
• Other:	\$5,546.90

(c) The Department does not have any advertising and information campaigns planned for the remainder of 2018/19.

(d) AusTender Contract Notice Numbers (all AusTender contracts are reported inclusive of GST):

- CN3546870 – Universal McCann, UM Advertisement - Public Notice of Pre-Acquisition Declaration – property. Advertising in relation to property divestment.

The Department's ongoing advertising including electorate offices and vacant positions run under a whole of government contract:

- CN2347602 – the reported value of the whole of government contract with Denstu Mitchell Media Australia is for all Non-Corporate Commonwealth entities, this agreement finished 30 June 2018.
- CN3503786 – Mediabrands Australia Pty Ltd, Master Media Agency Services for the Australian Government, this agreement commenced 1 July 2018.

<https://www.tenders.gov.au/>