

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2010-11 Additional Estimates Hearings

Outcome Number: Cross

Question No: 14

Topic: Advertising and Marketing

Hansard Page: Written

Senator Cash asked:

Please provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.

Answer:

The Department has four panels from which it accesses communication services. There is a Deed of Agreement in place with each of the following panel suppliers:

Panel and services	Suppliers
Printing and Promotional Products Services provided: <ul style="list-style-type: none"> • offset and digital printing; and • sourcing and printing promotional products 	Adelaide Copy Office Pty Ltd
	Blue Star Print Group Australia Pty Limited t/a Blue Star PRINT
	CanPrint Communications Pty Limited
	GEON Australia Pty Ltd
	Independent Print Media Group Pty Limited
	Lindsay Yates & Partners Pty Ltd
	New Millennium Print Pty Ltd
	Partech Pty Limited t/a Bytes 'n Colours
	Intandem (As Trustee for BT Collins Family Trust & The Fox Trust)
	Vega Colour Group Pty Ltd t/a Vega Press
	Whirlwind Print Pty Ltd
Yetimo Marketing Pty Limited	
Communication Market Research Services provided: <ul style="list-style-type: none"> • communications market research 	Colmar Brunton Social Research Pty Ltd
	Cultural Perspectives Pty Ltd t/a Cultural & Indigenous Research Centre Australia (CIRCA)
	GFK Blue Moon Research and Planning Pty Limited
	Inside Story Unit Trust t/a Inside Story Knowledge Management Pty Ltd
	Ipsos Public Affairs Pty Ltd t/a The Ipsos-Eureka Social Research Institute
	Jigsaw Strategic Research Pty Ltd
	Orima Research Pty Ltd
	Roy Morgan Research Pty Ltd
Taylor Nelson Sofres Australia Pty Ltd	

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Panel and services	Suppliers
	Hall & Partners Open Mind Pty Ltd
	T.L. Elliott-Farrelly & B.L. Lumby t/a The Echidna Group – Indigenous Research & Development Consultancy
	Urbis Pty Ltd t/a Urbis
Creative and Public Relations Services Services provided: <ul style="list-style-type: none"> • development and implementation of communication strategies; and • multimedia/electronic media (radio/television) production 	Gavin Jones Communications Pty Ltd
HTML Conversion Services: Services provided: Conversion of documents to HTML format.	F1 Solutions Pty Limited
	Internet Solutions Australia Pty Ltd t/a Internetrix
	Link Web Services Pty Limited
	Systemik Solutions Pty Ltd
	Wordsworth Writing Pty Ltd
	ZOO Communications Pty Limited

The Department holds contracts with a number of agencies for the development and implementation of two campaigns, as listed below:

Campaign	Supplier and service
Paid Parental Leave campaign	<ul style="list-style-type: none"> • News Corp. Pty Ltd t/a Vinten Browning – creative development of advertising and information materials • Horizon Communication Group Pty Limited t/a Horizon Public Relations Pty Limited – public relations services • Cultural Partners Australia (NSW) Pty Limited – culturally and linguistically diverse (CALD) and Indigenous consultant • Colmar Brunton Pty Limited – market research
The Line campaign	<ul style="list-style-type: none"> • J Walter Thompson Australia Pty Limited – creative development of advertising and information materials, website hosting and moderation • Terry McArthur & Associates Pty Limited – public relations services • The trustee for The Niddrie Family Trust t/a Winangali Pty Ltd – Indigenous consultant • Cultural Partners Australia (NSW) Pty Ltd - culturally and linguistically diverse (CALD) consultant • GfK Blue Moon – market research

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	<ul style="list-style-type: none"> • Universal McCann – Australian Government media buying agency • Urbis – Indigenous research consultant • Sean Panambalana – child psychologist (providing expert advice via website to participants who post questions on the Q&A page).
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The Department has a warehousing and distribution contract with National Mailing and Marketing Pty Limited, for the provision of the following services:

- Warehousing, distribution and fulfilment
- Subscription and list management
- Teleservice (1800 numbers and call centres)
- Displays and signage
- Business cards and name badges
- Corporate, Indigenous Coordination Centre and ministerial stationery
- Secure websites
- Data collection
- Electronic photo library

Other contracts the Department has in place are:

Supplier	Service
I&G Pty Limited (2 contracts)	Translation of Community Development Employment Project (CDEP) material into 20 Indigenous languages
Centrelink	CDEP DVD production
Spinifex Communications Pty Ltd (As Trustee for Spinifex Discretionary Trust)	Stakeholder and issues management services for the problem gambling reform initiative
Inprint Design	Design and printing of the National Disability Strategy poster
Quay Connections	Strategic communication advice and services

The Department accesses two whole-of-government contracts for advertising. The contracts are with Universal McCann for campaign advertising and Adcorp Australia Limited for non-campaign advertising. These contracts are managed by the Department of Finance and Deregulation. The use of these whole-of-government contracts is mandatory for all *FMA Act* agencies.

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The Department also accesses a Creative and Design Panel established by Centrelink. There is a Deed of Agreement in place with each of the following panel providers:

Supplier	Categories of Service
Bohm Pty Ltd t/a 2B Advertising & Design	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
3 Degrees Studio Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Authoring • Photography and film
The Trustee for Dreamtime Public Relations Unit Trust	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Strategic marketing and communications advice
Acme Consulting Pty Ltd	<ul style="list-style-type: none"> • Authoring and editing
All Language Typesetters and Printers Pty Ltd	<ul style="list-style-type: none"> • Translation
The Trustee for Armedia Trust	<ul style="list-style-type: none"> • Graphic design and layout
Bearcage Pty Ltd Trading	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Photography and film • Strategic marketing and communications advice
Biotext Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Strategic marketing and communications advice
Boxing Clever Pty Ltd t/a Boxing Clever	<ul style="list-style-type: none"> • Authoring and Editing
Bullseye (Asia Pacific) Pty Ltd t/a Bullseye	<ul style="list-style-type: none"> • Graphic design and layout
Creative Resources Management Pty Ltd t/a CampbellBarnett	<ul style="list-style-type: none"> • Graphic design and layout
Cato Purnell Partners Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Clarity Communications Australia Pty Ltd t/a Clarity Communications	<ul style="list-style-type: none"> • Authoring and editing
The Collective Design Consultants Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
CouchCreative Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Photography and film • Strategic marketing and communications advice
Cre8ive Australasia Pty Ltd t/a Cre8ive Neon Production	<ul style="list-style-type: none"> • Graphic design and layout • Photography and Film • Strategic marketing and communications advice

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Supplier	Categories of Service
David and Kate Pty Ltd / Digital Dogma (As Trustee for The D & K Family Trust)	<ul style="list-style-type: none"> • Graphic design and layout • Photography and film • Strategic marketing and communications advice
DTB (As Trustee for The DTB Marketing Unit Trust)	<ul style="list-style-type: none"> • Graphic design and layout • Photography and film • Strategic marketing and communications advice
Embellish Creative Pty Ltd t/a Embellish Creative	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Strategic marketing and communications advice
Emedia Creative Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Ethos CRS Consulting Pty Ltd t/a Ethos CRS Consulting	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Photography and film • Strategic marketing and communications advice
Evans-Smith & Dando Pty Ltd	<ul style="list-style-type: none"> • Authoring and editing • Strategic marketing and communications advice
Fidelis Design Associates Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Folk Pty Limited t/a Folk Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Footnotes Design & Marketing Pty Ltd t/a Footnotes Design & Marketing	<ul style="list-style-type: none"> • Graphic design and layout
Fragile Design Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout, Editing
Fridge Design Studio (As Trustee for Fountain Family Discretionary Trust)	<ul style="list-style-type: none"> • Graphic design and layout
GEON Australia Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Giraffe Visual Communication Management Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Grey Australia New Zealand Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Grid Communications Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Hopping Mad Designs Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout
Hyro Australia Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Authoring • Strategic marketing and communications advice
Ideas and Directions (As Trustee for Ideas and Directions Unit Trust)	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Photography and film • Strategic marketing and communications advice
Idiom Pty Limited t/a Cobe Design	<ul style="list-style-type: none"> • Graphic design and layout
Mahoney, John Patrick	<ul style="list-style-type: none"> • Editing

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Supplier	Categories of Service
JTA Australia Pty Ltd	<ul style="list-style-type: none"> • Authoring and editing • Strategic marketing and communications advice
Keelan Aust Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and editing • Photography and film • Strategic marketing and communications advice
Landor Associates Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Language Partner Pty Ltd t/a Etranslate.com.au	<ul style="list-style-type: none"> • Translation
Language Professionals International (Australia) Pty Limited t/a Language Professionals	<ul style="list-style-type: none"> • Translation
L Gardner & L Gardner t/a LG2	<ul style="list-style-type: none"> • Graphic design and layout
L and L Design & Production Pty Limited t/a L&L Design and Production Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Looking Glass Press Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout
Lorrie Graham Photographer Pty Limited	<ul style="list-style-type: none"> • Photography and film
LOTE Marketing Pty Ltd (As Trustee for LOTE Marketing Unit Trust)	<ul style="list-style-type: none"> • Translation • Strategic marketing and communications advice
Blue Star Group Australia Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Translation
Meta Marketing Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout • Editing • Strategic marketing and communications advice
MUD Media Pty Ltd	<ul style="list-style-type: none"> • Photography and film
EMD Consultants Pty Limited t/a EMD Multicultural Marketing and Management	<ul style="list-style-type: none"> • Graphic design and layout • Translation • Strategic marketing and communications advice
2M Communications Pty Ltd t/a Multimedia Languages and Marketing	<ul style="list-style-type: none"> • Translation
National Promotions Australia Pty Ltd (As Trustee for N P Trust Fund)	<ul style="list-style-type: none"> • Graphic design and layout
Nexus Designs Pty Ltd (As Trustee for The Nexus 1982 Unit Trust)	<ul style="list-style-type: none"> • Graphic design and layout
Origin Communications Pty Ltd	<ul style="list-style-type: none"> • Strategic marketing and communications advice
Papercut Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice

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Peach Advertising Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Photography and film • Strategic marketing and communications advice
Pearshopinc Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Editing • Strategic marketing and communications advice
Klekner, Amanda t/a Poppen Designs	<ul style="list-style-type: none"> • Graphic design and layout
J.J Page & K.R Page t/a Quisk Design	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Brio Group Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
C.D Brough & S Marlowe & E.J Wheeler t/a Red Tree Consulting	<ul style="list-style-type: none"> • Authoring and editing
Rhodes Shapter Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Scope (Vic) Ltd	<ul style="list-style-type: none"> • Translation
C Major & L.H Major t/a Seventy Eight Commercial Photography	<ul style="list-style-type: none"> • Photography and film
Smart Melbourne Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
SMPC (As Trustee for Lizard Lifestyle Trust)	<ul style="list-style-type: none"> • Graphic design and layout
D.M Gollasch & L.J Gollasch t/a Streamline Creative	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
The Trustee for Studio Pounce Unit Trust	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice
Surveillance Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout
Swell Design Group Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout
Tank Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Authoring • Strategic marketing and communications advice
The Collective Design Consultants Pty Limited	<ul style="list-style-type: none"> • Graphic design and layout
UNO Marcomms Pty Ltd	<ul style="list-style-type: none"> • Strategic marketing and communications advice
VITS LanguageLink t/a Victorian Interpreting and Translating Service	<ul style="list-style-type: none"> • Translation
Wellcom Group Limited	<ul style="list-style-type: none"> • Graphic design and layout • Photography and film
Wells, Shane Clifford t/a Wells Communications	<ul style="list-style-type: none"> • Authoring
Whalen Image Solutions (As Trustee for The Whalen Discretionary Trust)	<ul style="list-style-type: none"> • Graphic design and layout

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Whitefox Communications Pty Ltd t/a Whitefox Communications	<ul style="list-style-type: none"> • Graphic design and layout
Wilton Hanford Hanover Pty Limited t/a Wilton Hanford Hanover Pty Ltd	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and Editing • Strategic marketing and communications advice
WordsWorth Writing (As Trustee for Forster Elder Family Trust)	<ul style="list-style-type: none"> • Editing
George Patterson Y & R Pty Limited t/a George Patterson Y&R	<ul style="list-style-type: none"> • Graphic design and layout • Authoring and Editing • Translation • Photography and film • Strategic marketing and communications advice
ZOO Communications Pty Limited t/a Zooz	<ul style="list-style-type: none"> • Graphic design and layout • Strategic marketing and communications advice