

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2012-13 Additional Estimates Hearings**

**Outcome Number:** 1

**Question No:** 71

**Topic:** Schoolkids Bonus

**Hansard Page:** 14/02/2013 - CA18

**Senator Cash** asked:

When did the tender process for the CMUL commence? How many companies put in for the tender?

**Answer:**

Separate procurement processes were conducted to engage service providers to assist the Department in the delivery of the Schoolkids Bonus campaign. Requests for quote (RFQs) were sent to service providers on the Department of Finance and Deregulation's Communications Multi-Use List (CMUL), as per the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

On 22 June 2012, an RFQ for developmental and concept testing market research was distributed to four market research agencies listed on the CMUL.

On 28 September 2012, RFQs for a range of services were distributed to service providers listed on the CMUL:

- Creative RFQ was sent to four agencies.
- Public relations RFQ was sent to four agencies (one agency declined to quote).
- Communications for Culturally and Linguistically Diverse Audiences RFQ was sent to three agencies.
- Communications for Indigenous audiences RFQ was sent to four agencies.
- Benchmarking, tracking and evaluation research RFQ was sent to four agencies (one agency declined to quote).