

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: Cross Outcome

Question No: 229

Topic: Contractors

Hansard Page: Written

Senator Boyce asked:

For this financial year to date: Has the department/agency ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details (including the work undertaken and the cost).

Answer:

For this financial year to date, the Department has not engaged McCann-Erickson.

In the response to 2012-13 Supplementary Estimates Question on Notice 340, the Department reported that it had not engaged McCann-Erickson in the 2011-12 financial year. However, the Department engaged McCann Worldgroup Pty Ltd, who has a registered trading name of McCann-Erickson, in April 2012, to deliver the Department's national carer awareness campaign, Care Aware, at a total cost of \$1,795,200 GST inclusive.