

**Senate Finance and Public Administration Legislation Committee
—Supplementary Budget Estimates Hearing—October 2014**

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Advertising**

Question: **251**

Written **Senator Ludwig**

Date set by the committee for the return of answer: 31 December 2014

Since Budget Estimates in June, 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

Answer

1. Excluding job advertisements, addressed in the Question on Notice relating to Government Advertising, the Department has spent \$11,650.47 on advertising between June 2014 and 30 September 2014.
2. Advertising campaign costs, placement of advertisements, production costs and approving officers are set out in the table below. There was no ministerial involvement in the commissioning of the advertising.

Item	Supplier	Approving Officer	Approval document	Cost (gst exclusive)
Spring garden tour program				
Media placement including digital advertising on the <u>Her Canberra</u> website and press advertising in The Canberra Times)	Mitchell and Partners	Director, Community Engagement	Attachments 1 and 2	\$9,135.02
Design of advertisements (digital and press)	Fivefold Creative	Assistant Secretary, Parliamentary Experience Branch	Attachment 3	\$840
Brochure campaign (distribution Canberra market)	ACT Brochure Distribution Services	Assistant Secretary, Parliamentary Experience Branch	Attachment 4	\$200

		Branch		
Brochure campaign (distribution Canberra market)	Spy in Canberra	Assistant Secretary, Parliamentary Experience Branch	See attachment 4	\$568.18
Brochure design	Fivefold Creative	Assistant Secretary, Parliamentary Experience Branch	See attachment 3	\$400
The Magic Flute Opera event				
Brochure campaign (distribution Canberra market)	Spy in Canberra	Assistant Secretary, Parliamentary Experience Branch	Attachment 5	\$227.27
Brochure design	Fivefold Creative	Assistant Secretary, Parliamentary Experience Branch	Attachment 6	\$280
				\$11,650.47

Australian Government MEDIA BOOKING AUTHORITY

MBA NO: MAB10007
Cancels & Supersedes MBA NO:
DATE: Thursday, 31 July 2014
FROM: Megan Bisa

Mitchell & Partner Australia Pty Ltd
 105 York Street,
 South Melbourne, VIC 3205
 Phone +61-3-9693 5544
 ABN 44 123 609 629

CLIENT CONTACT NAME: [REDACTED] **BILLING CONTACT for Invoicing:** [REDACTED]
 Client Address: PO Box 6000 Parliament House ACT : Billing Address: PO Box 6000 Parliament House ACT 26
 Client Email Address: [REDACTED] Billing Email Address: [REDACTED]
 Client Phone Number: [REDACTED] Billing Phone Number: [REDACTED]

Authority is hereby given to Mitchells & Partners Australia Pty Ltd to book the following Media.

AGENCY/DEPARTMENT: Department of Parliamentary Services
CAMPAIGN: Parliament House Spring/Garden Program
PLAN NO./DATED: 4 as at 31st July, 2014
CREATIVE AGENCY: In House
PERIOD OF ADVERTISING/CAMPAIGN:

ADVERTISING MEDIA	DESCRIPTION	TOTAL
Digital Display & Mobile Non-Commissionable		\$2,000.00
Newspaper Inserted Magazine - Commissionable		\$4,489.14
Gross Media Spend		\$6,489.14
Less: Media Commission 10% of Gross Media (if applicable)		\$648.91
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$129.78
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$259.57
Plus: Material Despatch		\$36.00
Plus: Material Production		
Plus: Search Engine Marketing Fee 10% of Media Placement Spend for Digital Search & Social		
Plus: Miscellaneous Service Fees eg Translation, SEO, Econometric Modelling etc		
Net Cost		\$6,465.57
GST		\$646.56
Total		\$7,112.13

Do you require print Tear Sheets?

Yes

No

Mitchell & Partners
 (Production/Creative):

Special Comments

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants. When the Participant issues a Media Instruction to the Contractor, a contract is formed as follows:

- (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or
- (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed.

For the purposes of the Deed, the Participant becomes a Customer once a contract is formed.

When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

By signing this Media Booking Authority you are confirming that you have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable) and have obtained:

[delegation/approval requirements under the PGPA Act will be inserted here once they have been released]



27.8.14

Client Approval:
Client Approval Name:
Approval Date:
Purchase Order Number:

Return Fax: Fax to Canberra (02) 6203 4593 or Melbourne (03) 9693 8199
 or scan and email to the relevant Mitchells Adcorp Client Service Manager

Office Use Only				
ENTITY TYPE				
Non-Corporate Commonwealth Entity	Corporate Commonwealth Entity	ACT Gov't / NT Gov't	Authorised Organisation	
JOB TYPE				
Campaign	Recruitment Program	Public Notice	Recruitment (with exemption attached if applicable)	Tender Notice

Australian Government MEDIA BOOKING AUTHORITY

MBA NO: MAB10005
Cancel & Supersedes MBA NO:
DATE: Thursday, 31 July 2014
FROM: Megan Bisa

Mitchell & Partner Australia Pty Ltd
 105 York Street,
 South Melbourne, VIC 3205
 Phone +61-3-9693 5544
 ABN 44 123 609 629

CLIENT CONTACT NAME: [REDACTED] **BILLING CONTACT for Invoicing:** [REDACTED]
Client Address: PO Box 6000 Parliament House ACT ; **Billing Address:** PO Box 6000 Parliament House ACT 26
Client Email Address: [REDACTED] **Billing Email Address:** [REDACTED]
Client Phone Number: [REDACTED] **Billing Phone Number:** [REDACTED]

Authority is hereby given to Mitchells & Partners Australia Pty Ltd to book the following Media.

AGENCY/DEPARTMENT: Department of Parliamentary Services
CAMPAIGN: Parliament House Spring/Garden Program
PLAN NO./DATED: 4 as at 31st July, 2014
CREATIVE AGENCY: In House
PERIOD OF ADVERTISING/CAMPAIGN:

MEDIA	DESCRIPTION	TOTAL
Newspaper Inserted Magazine - Commissionable	Floriade Program HPC	\$2,818.19
Gross Media Spend		\$2,818.19
Less: Media Commission 10% of Gross Media (if applicable)		-\$281.82
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$56.36
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$112.73
Plus: Material Despatch		\$12.00
Plus: Material Production		
Plus: Search Engine Marketing Fee 10% of Media Placement Spend for Digital Search & Social		
Plus: Miscellaneous Service Fees eg Translation, SEO, Econometric Modelling etc		
Net Cost		\$2,717.46
GST		\$271.75
Total		\$2,989.21

Do you require print Tear Sheets?

Yes No

Mitchell & Partners
 (Production/Creative):

Special Comments

Terms & Conditions:

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Client Approval:
Client Approval Name:
Approval Date:
Purchase Order Number:



Return Fax:

Fax to Canberra (02) 6203 4593 or Melbourne (03) 9693 8199
or scan and email to the relevant Mitchells Adcorp Client Service Manager

<i>Office Use Only</i>				
ENTITY TYPE				
Non-Corporate Commonwealth Entity	Corporate Commonwealth Entity	ACT Gov't / NT Gov't	Authorised Organisation	
JOB TYPE				
Campaign	Recruitment Program	Public Notice	Recruitment (with exemption attached if applicable)	Tender Notice

Attachment 3

Message: 2014/03342/014

From: [REDACTED]
To: [REDACTED]
Cc:
Sent: 31/7/2014 at 10:57 AM
Received: 31/7/2014 at 10:57 AM
Subject: FW: Approval of quotes for spring program

[REDACTED]

Parliamentary Experience Branch

Department of Parliamentary Services

[REDACTED]

From: Hanley, Freda (DPS)
Sent: Thursday, 31 July 2014 9:55 AM
To: [REDACTED]
Subject: RE: Approval of quotes for spring program

Approved

From: [REDACTED]
Sent: Wednesday, 30 July 2014 12:47 PM
To: Hanley, Freda (DPS)
Cc: [REDACTED]
Subject: RE: Approval of quotes for spring program

Freda

This expenditure would be within the 'Other' line for cost centre 26052.

Please note there was an error in our original request, and the correct amounts are: \$3,100 Floriade program ad placement and \$2,060 design for all (ex GST). Total: \$5,160. The other requests for media placement and printing will follow with the marketing plan, which will be included in Vicki's project proposal. We have to put these elements up now in order to meet deadlines.

[REDACTED]

[REDACTED]

Parliamentary Experience Branch

Department of Parliamentary Services

[REDACTED]

From: Hanley, Freda (DPS)
Sent: Tuesday, 29 July 2014 7:19 PM
To: [REDACTED]
Subject: RE: Approval of quotes for spring program

Is this money that is in a budget line?

From: [REDACTED]
Sent: Tuesday, 29 July 2014 4:00 PM
To: Hanley, Freda (DPS)
Subject: FW: Approval of quotes for spring program

Freda

Please approve \$3,100 for Floriade program a placement and \$1,700 for all design work for Floriade program promotion. The rest of the costs for the campaign will be outlined and requested in the marketing plan that Vicki will present wit the project budget.

[REDACTED]

[REDACTED]

Parliamentary Experience Branch
Department of Parliamentary Services

[REDACTED]

From: [REDACTED]
Sent: Tuesday, 29 July 2014 12:12 PM
To: [REDACTED]
Subject: Approval of quotes for spring program

Hi [REDACTED]

As discussed, can you please seek Freda's approval to proceed with a half page advertisement in the Floriade program, in advance of seeking approval for the overall media plan for our spring/garden offering.

The deadline for booking advertising space in the program is 30 June.

Can you please seek approval to spend \$3,100 on the ad placement.

Can you also request approval for expenditure of \$1,700 for design work on promotional materials for the garden program. To ensure we're out in the market with enough lead-time I'd like to get Fivefold to start working on creative this week.

The design quote includes:

- 6 panel DL brochure
- 2 x email marketing messages
- Web banner for APH website
- Advertising banner for HerCanberra website
- Graphic for screen in main entrance

Thanks,



Parliamentary Experience Branch
Department of Parliamentary Services

