

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Additional Estimates 2004-2005, 16 February 2005

AGENCY/DEPARTMENT: ALL AGENCIES
TOPIC: DETAILS OF CONSULTANCIES
REFERENCE: WRITTEN QUESTIONS ON NOTICE

QUESTION No.60
(Written QON)

Senator Carr asked:

Please provide a table listing details of all consultancies for the 2003/04 financial year, for the department and all associated agencies. Please include the following:

- The costs for all completed consultancies, both budgeted and actual;
- The costs for ongoing consultancies, both budgeted and for the 2003/04 financial year;
- The total costs for all consultancies, both the amount expended in the 2003/04 financial year, and the total budgeted value of all consultancies running in the 2003/04 financial year;
- The nature and purpose of the consultancy;
- The method by which the contract was let;
- The name and details of the company and/or individual who is carrying out, or carried out, the contract.

ANSWER

Details of Tourism Australia's consultancy arrangements for 2003-04 are in the attached table.

Senate Economics Legislation Committee
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 Industry, Tourism and Resources Portfolio
 Additional Estimates 2004-2005, 16 February 2005

							Attachment
Consultancy	Nature and Purpose	Address	Contract value (\$)	Actual spend (\$)	Selection process	Start Date	End Date
Acacia Avenue	UK Traveller research segmentation; UK Concept Development Research; Market Research	8 Wellgarth Road London, NW117HS, UK	148,551	148,551	Direct Engagement	01/07/03	30/11/04
Acorn Greater	Brand Positioning	15/F Mingshen Centre, No.313 Kaixuan Road Shanghai China 200031	37,782	37,782	Tender	16/02/04	02/06/04
Adam & Partner	Public Relations - UK	P.O. Box 160 120,60064 Frankfurt, Weserstrasse 4, 60329 Frankfurt, Germany	643,488	474,777	Tender	01/12/01	30/11/04
Aigo Marketing/Aigo Comunicazione	Public Relations - Italy	Piazza Caiazzo, 3, 20124 Milan Italy	400,000	199,726	Tender	01/03/02	28/02/05
Akurate Solutions	Project management	147/272 Victoria Ave Chatswood NSW 2067	11,000	11,000	Representative quotes obtained; best value for money	26/10/03	26/11/03
AI Nasher Promotion & Advertising	Market Communications - Middle East	P.O. Box 11480 MANAMA, BAHRAIN	125,626	123,555	Tender	01/01/03	30/06/04
Anne Cousineau	Public Relations-Americas	9260 Regional Road 25, R.R.#3, Milton, Ontario, Canada L9T2X7	140,383	140,383	Tender	01/07/03	01/06/04
Arnold + Bolingbroke	Research - Business Tourism Management Consulting for One Australia	G.P.O. Box 55, Sydney, NSW 2001 G.P.O. Box 2531 Sydney NSW 2001	17,600	17,600	Representative quotes obtained; best value for money	31/10/03	16/12/04
Arpos			138,183	138,183	Tender	11/06/03	16/07/03
Australian National Audit Office	Audit Fees	G.P.O. Box 707, Canberra, ACT 2601	24,200	24,200	Representative quotes obtained; best value for money	01/07/03	30/06/04
Benriches Chartered Accountants	Accounting Advice- Europe	1 Reef House Coral Row Plantation Wharf London SW11 3UF,UK	1,379	1,379	Appointed by Federal Government	07/05/04	07/05/04

Senate Economics Legislation Committee
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 Industry, Tourism and Resources Portfolio
 Additional Estimates 2004-2005, 16 February 2005

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BGB & Associates	Public relations- Europe	7 Westminster Palace Gardens, Artillery Row, London SW1P 1RL, UK	343,851	343,851	Tender	01/04/02	30/03/05
BIJ&E MEDIA LTD	Advertising Agency Fees-Europe	1 Paris Garden London, SE1 8NU, UK	1,686,657	1,686,657	Tender	07/07/03	24/06/04
Blackwood King & Partners	Advertising Agency Fees-NZ	P.O. Box 8719, Auckland, New Zealand.	74,442	78,982	Tender	01/07/03	30/06/04
Canvas Research	Brand refresh research	1967 North Van Ness Ave Los Angeles CA 90068 USA	19,706	19,706	Representative quotes obtained; best value for money	19/01/04	19/01/04
CB Richard Ellis	Property search	Level 26, 363 George St, Sydney NSW 2000	200,800	119,284	Tender	28/05/04	22/06/04
Chris Chilton	Paper on tourism Events Aust	18 Cherry St, Warrabee, NSW 2074	23,760	23,760	Tender	18/03/04	30/04/04
City Spaces, Inc.	Premises Space Consulting; interior design and planning	234 E Colorado Blvd, Pasadena CA 91101-2206	25,000	13,743	Direct Engagement	01/04/04	30/06/04
Clayton Utz	Legal fees - TA set up	P.O. Box H3, Sydney NSW 2000	230,468	230,468	Direct Engagement	10/03/04	29/06/04
Colmar Brunton	Business Tourism - Corporate End User Research, ASIA	P.O. Box 1384, North Ryde, NSW 2113	106,300	55,165	Tender	19/05/04	19/07/04
Communicor	Public Relations France	62 Rue Montorgueil, Paris, France 75002	175,580	175,580	Direct Engagement	01/01/03	31/12/03
Condon & Forsyth	Misc Legal Fees USA	1901 Avenue of the Stars, Los Angeles, CA 90067	33,228	33,228	Tender	19/09/03	24/06/04
Corrs Chambers Westgarth	Legal fees	G.P.O. Box 9925, Sydney, NSW 2001	221,442	221,442	Tender	24/12/03	28/06/04
CRC	Research	Griffith University, PMB 50, Gold Coast, QLD 9726	55,000	55,000	Tender	30/03/04	30/03/04
Dailey & Associates	Advertising Agency Fees - Americas	8687 Melrose Avenue, West Hollywood, CA 90069, USA	688,046	688,046	Tender	01/07/02	30/06/03
DLA & Partners	Legal fees	Victoria Square House, Victoria Square, Birmingham UK	106,958	106,958	Direct Engagement	04/07/03	30/06/04

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
 Industry, Tourism and Resources Portfolio
 Additional Estimates 2004-2005, 16 February 2005

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Edmore	Induction program	P.O. Box 675, Mona Vale, NSW 1660.	14,740	14,740	Tender	28/08/03	02/09/03
Freehills	Legal fees	101 Collins Street, Melbourne, VIC 3000	4,942	4,942	Representative quotes obtained; best value for money	23/01/04	23/01/04
FreeSpirit	TA(Europe) projects co-ordination	7D/45 Ocean Avenue, Double Bay, NSW 2028.	368,899	368,899	Direct Engagement	22/03/04	16/07/04
Futurebrand	Brand consultancy	123 Rosslyn Street, West Melbourne VIC 3003	346,500	129,123	Tender	19/01/04	29/05/04
Gilbert & Tobin	Trade marks and legal fees	G.P.O. Box 3810, Sydney, NSW 1042	286,772	286,772	Direct Engagement	03/05/04	03/06/04
Global Tourism	ATC Regional Advisory panels	P.O. Box 7021, Memahons Point, NSW 2060	10,260	8,030	Tender	18/10/02	06/12/02
Graham Barkus	Change Management consultancy	Apartment 4A, La Costa Block 6, Discovery Bay, Hong Kong	45,527	45,527	Tender	05/12/03	05/12/03
Hitwise	Online benchmarking across most TA markets	Level 7, 580 St. Kilda Rd Melbourne, VIC 3004	81,400	81,400	Direct Engagement	01/09/03	30/08/04
Hori & Associates	Retained legal counsel - Japan (2 separate contracts)	3-12 Kioicho, Chiyodaku, Tokyo 102 Japan	34,000	7,556	Tender	01/03/03	28/02/04
Inspace Complete	Design fees for premises	3rd Floor, 32 Farringdon St London EC4A 4HJ, UK	14,655	14,655	Tender	01/03/04	28/02/07
International Consultancy International Conference Research	International remuneration advice	P.O. Box 230, North Melbourne, VIC 3051	1,892	1,892	Representative quotes obtained; best value for money	31/08/03	14/10/03
Joshi	Corporate/Trade Research	11440 Claggett Avenue, Port Charlotte, Florida 33981, USA	13,418	13,418	Tender	24/07/03	20/02/04
Kiely, Thompson, Caisley Barristers and Solicitors	Consultancy IT Strategy	12 Yarraburn Ave, West Permant Hills, NSW 2125	50,000	5,544	Direct Engagement	30/06/02	30/06/03
	Legal advice on ATC staff	P.O. Box 7359, Auckland, New Zealand.	1,235	1,235	Representative quotes obtained; best value for money	31/07/03	30/09/03

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
 Industry, Tourism and Resources Portfolio
 Additional Estimates 2004-2005, 16 February 2005

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KPMG	Internal audit – 2003-04	80 Northbourne Avenue, Canberra, ACT 2612	300,221	200,573	Direct Engagement	01/07/03	30/06/04
Lankord Enterprise	Site contract analysis	P.O. Box 7038, Bondi Beach, NSW 2026	3,120	3,120	Representative quotes obtained; best value for money	05/08/03	24/06/04
Laura Davidson PR	Public Relations - Canada	11th Floor, 72 Madison Ave, New York 10016, USA.	675,000	301,129	Tender	01/07/02	30/06/05
Libra Psicologia	Research in Italy	Piazzale Cadorna 9 20123 Milan, Italy	30,200	30,200	Tender	23/06/04	23/06/04
Market & Opinion	Research	79-81 Borough Road, London SE1 1FY, UK	60,000	60,000	Tender	19/05/04	04/06/04
Marsh Financial Services; Marsh Employee Benefit Svcs Ltd	Pensions consultation	Garden House, 42 Bancroft, Hitchin, UK	12,674	7,780	Direct Engagement	01/01/03	31/12/03
Melke P/L	Advice on music licences	P.O. Box 629, Leichhardt, NSW 2040	9,900	9,900	Representative quotes obtained; best value for money	19/03/04	19/03/04
Menlo Consulting	BT - End User research USA	P.O. Box 51958, Palo Alto CA 94303, USA	55,043	33,834	Tender	01/01/04	30/04/04
Mike da Silva	Marketing consultancy	Suite 5/15 Grosvenor St, Neutral Bay NSW 2089	109,203	109,203	Tender	19/08/03	19/03/04
Oldmeadow Consulting	Legal fees	Suite 1/116 Alexander St, Crows Nest, NSW 2065	981	981	Representative quotes obtained; best value for money	30/09/03	31/01/04
Open Associates	Japan Online Marketing consultation	N.A Bldg 2-7-28 Kitaayama, Minato-Ku, Tokyo 107 0061 Japan	123,040	123,040	Tender	01/10/03	30/06/04
Optimum Media Direction	Advertising Agency Fees - Japan	18th Floor, Devon House, 979 Kings Road, Hong Kong	84,151	72,380	Tender	01/07/02	30/06/03
Oxygen design	Develop marketing mix	P.O. Box 1155, Crows Nest, NSW 2065	9,130	9,130	Representative quotes obtained; best value for money	15/06/04	15/06/04

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 Industry, Tourism and Resources Portfolio
 Additional Estimates 2004-2005, 16 February 2005

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Ozma Inc.	PR agency fees - Japan	Aoyama Crystal Building, 5-12 Kita-Aoyama 3-Chome, Minato-Ku, Tokyo 107-8648	228,614	228,614	Tender	01/11/03	31/10/06
The Paramarketing Group	Strategic planning services	70 Sir Garnet Road, Surrey Hills, VIC 3127	2,970	2,970	Representative quotes obtained; best value for money		10/06/04
Professional Public Relations NZ Ltd	Public relations agency fee- New Zealand	P.O. Box 37-116, Parnell, Auckland, NZ	147,849	137,326	Tender	01/07/02	30/06/05
Publicis	Public relations agency fee Japan	3-2 Sumiyoshi-cho, Shinjuku-Ku	95,268	95,268	Tender	01/07/03	25/11/03
Red Sherriff	Online Consultancy	59 Wentworth Avenue, Surry Hills, NSW 2010	35,500	35,500	Tender	01/01/04	31/01/04
Shearn Delamore	HR consultancy	P.O. Box 10138, Kuala Lumpur, Malaysia 2nd Floor Citiplaza 3, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong	687	687	Representative quotes obtained; best value for money	17/10/03	17/10/03
TBWA Hong Kong Ltd	Advertising Agency Fees - Asia	2nd Floor Citiplaza 3, 14 Taikoo Wan Road, Taikoo Shing, Hongkong	630,628	630,628	Tender	01/07/03	30/06/04
TBWA Hong Kong Ltd	Public relations agency fee - Asia	2nd Floor Citiplaza 3, 14 Taikoo Wan Road, Taikoo Shing, Hongkong	25,455	25,455	Tender	01/07/03	30/06/04
The Boston Consulting	ATC internet evaluation	1 Farrer Place, Sydney NSW 2000	40,000	40,000	Tender	01/06/04	30/06/04
Tony Thirlwell	TA consultancy	49 Earl St, Roseville NSW 2069	6,600	6,600	Representative quotes obtained; best value for money	05/01/04	05/01/04
Tourism Services	Marketing consultancy	8/72 Sandford Street, St. Lucia, QLD 4067.	43,925	49,568	Direct Engagement	31/05/04	
VGM specialist	Song for Australia	Unit 206/1 Marian St, Redfern, NSW 2016	10,000	10,000	Representative quotes obtained; best value for money	15/03/04	26/04/04

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 Additional Estimates 2004-2005, 16 February 2005

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Wackrow Smith & Davies	Legal advice on advertising	P.O. Box 461, Auckland, New Zealand	950	950	Representative quotes obtained; best value for money	31/05/04	16/06/04
Whybin Lawrence	Advertising Agency Fees - Australia	80 Gipps Street, Pymont, NSW 2009	670,060	670,060	Tender	01/07/03	30/06/04
Whybin Lawrence	Research	80 Gipps Street, Pymont, NSW 2009	28,904	28,904	Tender	31/07/03	30/06/04
Yomiko Advertising Inc.	Product experience research photo shooting	8-14 Ginza 1-Chome, Chuo-Ku, Tokyo 104-8686, Japan	15,289	15,289	Tender	20/10/03	31/01/04
Yomiuri Advertising	JAL Campaign Panels	8-14 Ginza 1-Chome, Chuo-Ku, Tokyo 104-8686, Japan	185	185	Representative quotes obtained; best value for money	31/05/04	31/05/04