

Senate Standing Committee on Education Employment and Workplace Relations

**QUESTIONS ON NOTICE
Additional Estimates 2009-2010**

Outcome: Cross Portfolio

DEEWR Question NoEW0924_10

Related to DEEWR Question No. EW0925_10

Senator Cash provided in writing.

Question

ADVERTISING AND MARKETING CONTRACTS

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

Answer

The department is currently a participating agency in two whole of government advertising contracts:

Campaign advertising

1. Universal McCann—the Australian Government's Master Media Agency for the planning and placement of all government campaign advertising.

Non-campaign advertising

2. Adcorp—the Australian Government's Master Media Agency for the placement of all government non-campaign advertising.