SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION LEGISLATION COMMITTEE

2005-2006 SUPPLEMENTARY BUDGET SENATE ESTIMATES HEARING 2 and 3 NOVEMBER 2005

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Outcome 2: Higher productivity, higher pay workplace

Output Group 2.1: Workplace Relations Policy and analysis

Output: 2.1.1: Workplace relations policy advice

Question Number: W576-06

Question:

Senator Wong asked at *Hansard* page 57: Please provide a copy of written advice from Universal McCann on the costs of placing particular ads in different forms of media.

Answer:

The Universal McCann 2005 Media Overview Plan as at 8 October 2005 (see attachment) provides a breakdown of projected placement costs for television, newspaper, radio, internet, NESB, indigenous and print handicapped for the WorkChoices advertising campaign.

Universal McCann 2005 Media Overview Plan

	SIZE /	No.	of														(ост	ові	₽R												
DETAIL	DURATION	Ads	Total Cost	2	3	4	5	6	7	8	9	1 1	1	1 2 3	1	1 5	1 6	1 7	1 8		2 2	2	2 2 :	2	2 4	2 5	2 6	2 7	2 8	2 9	3 0	3 1
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PLANNED MEDIA TOT	AL (excl. s/fee)		37,939,536.62	Н	\vdash	+	+	┢	₩	+	+	+	+	+	Н		Н	┥	+	┿	+	┥							
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NET COST			36,738,507.47																										
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TOTAL INCL GST			40,412,358.22	П	Т			П	Т			Т		Г		Т	Т	Т			
BUDGET								П													
Difference (Budget vs Actual)	incl. Fee & GS	T	(40,412,358.22)	П	Т	Т		П				Т		П				Т			
Information contained in this p		П	Т	Т	Т	П	Т	Т	П	Т	Т	Т				Т	П				