

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION
LEGISLATION COMMITTEE**

**2006-2007 SUPPLEMENTARY BUDGET SENATE ESTIMATES HEARING
2ND NOVEMBER 2006**

EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO

QUESTIONS ON NOTICE

Outcome 1: Efficient and effective labour market assistance

Output Group1.2: Labour market programme management and delivery

Output 1.2.2: Employment services

Question Number: W843-07

Question:

Senator Wong asked in writing: **Consultancy Costs** The DEWR Contracts list also shows that around \$1 million was paid to Vinten Browning for 'creative agency services'. (a) What did that involve? (b) Why did it cost \$1 million? (c) What services were provided for the \$1 million?

Answer:

(a) Agency fees and production costs for the Welfare to Work campaign - *Helping people move into work*.

(b) The final creative agency cost was \$963,424 (including GST). The campaign elements were developed in line with research findings and covered the services listed at (c) below.

(c) Development of creative concepts, materials for research, refinement of creative in line with research findings. Production of final advertisements for TV, radio, print and Internet including all production costs and talent fees. The cost also included campaign launch materials and supporting collateral such as posters for Centrelink offices.