

**Senate Foreign Affairs, Defence and Trade Legislation Committee**  
 Budget estimates 2004–2005; June 2004  
 Answer to a question on notice from Department of Defence

**Department of Defence**

**QUESTION**

Senator Murray

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100,000 or more, indicating:

- a) the purpose and nature of the project;
- b) the intended recipients of the information to be communicated by the project;
- c) who authorised or is to authorise the project;
- d) the manner in which the project is to be carried out;
- e) who is to carry out the project;
- f) whether the project is to be carried out under a contract;
- g) whether such contract was let by tender; and
- h) the estimated or contracted cost of the project.

**RESPONSE:**

**Current and planned advertising projects over \$100,000**

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
Defence Reserves	To generate employer support for the Reserves and highlight the benefits of employing Reservists.	Current and potential employers of Reservists (private and public sectors).  Current and potential Reservists.  Business organisations, peak bodies, industry groups.	Minister Assisting the Minister for Defence.	Print, radio, outdoor advertising.	Universal McCann and the contracted agency (yet to be identified).	Yes.	Yes.	\$800,000 to \$1 million  Research Production costs Advertising, Public relations

**Note:** *This information is correct as at June 2004.* Recruitment activities have not been included in the response to this question because they are continuing programs, the details of which are included each year in the Defence Annual Report (see the section on *Advertising and Market Research*).