

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2004-2005, 14 February 2005

Question: PM 28.

Outcome 1, Output 4.4.

Topic: Advertising Contracts Entered Into

Hansard Page: Direct on Notice:

Senator Carr asked:

Can the department supply a table detailing every advertising contract entered into by all departments and agencies across the whole of the public service, in 2002/03 and 2003/04 including:

- 1. The total cost, budgeted and actual of the contract (if the contract is at an end).**
- 2. The total budgeted cost and a breakdown of costs for each financial year (for ongoing contracts).**
- 3. The method by which the contract was let.**
- 4. The purpose of the contract.**
- 5. The name and details of the company and/or individual who is carrying out, or carried out the contract.**

Answer:

The Department of the Prime Minister and Cabinet does not maintain details on advertising contracts entered into by other departments and agencies. The information in the attached table relates to contracts with advertising agencies entered into by this Department only.

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Project	Total Estimates Budget cost 02/03, 03/04	Actual Cost of completed contract 02/03, 03/04	Cost by Financial Year –Ongoing contracts	Method of letting contract	Purpose of Contract	Company contracted.
Violence Against Women Campaign	\$900,000	\$755,156	N/A	Restricted Tender	To provide creative advertising services for the Violence against Women Campaign	Grey Worldwide Pty Ltd. Melbourne
National Security Campaign	\$1,646,600	\$1,981,229	N/A	Restricted Tender	To provide creative advertising services for the National Security Campaign	Brown Melhuish Fishlock Sydney