

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Finance and Administration Portfolio

Australian Electoral Commission

Additional Budget Estimates Hearings – 14 February 2006

Question: F56

Outcome: Australian Electoral Commission (AEC)

Topic: Advertising

Written Question on Notice: 14 February 2006

Senator Carr asked:

1. Has the AEC appointed any agencies to conduct, or consult on, advertising or community awareness programs in the last 12 months?
2. If so, what work are they engaged in, or contracted to conduct?
3. If so, what are the costs of these appointments?

Answer:

1. Yes, BMF Advertising Pty Ltd. The AEC has also exercised an option to renew the appointment of Haystac Public Affairs.
2. BMF Advertising Pty Ltd provides advertising development and implementation services to the AEC, as part of the AEC communication strategy leading up to and including the next election. Haystac Public Affairs provide public relations development and implementation services to the AEC, as part of the communication strategy leading up to and including the next election.
3. The cost of BMF Advertising services to date has been \$49,958. Since their re-appointment, the cost of Haystac Public Affairs services has been \$17,754.