

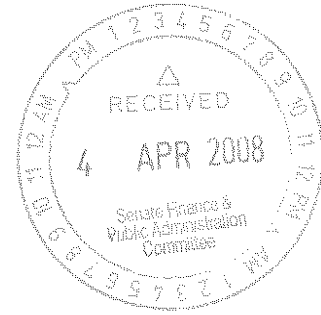
Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Deregulation Portfolio

Department of Finance and Deregulation

Additional Estimates Hearing – February 2008



Question: F10

Outcome 2, Output 2.3.1

Topic: New media unit within the Department of Finance and Deregulation

Hansard Page: F&PA 31

Senator Ronaldson asked:

....I am giving you the full gamut of this and not just pulling it out. The article also says:

While final details of the new arrangements have yet to be worked out "because we want to do it properly", Mr Tanner has rolled over the existing advertising contract with media agency Universal McCann, due to expire in June, to the end of 2008.

....So he has confirmed that there is a new media unit within Finance, but the details of the new arrangements have yet to be made. Do you know nothing about it?

Answer:

The Department of Finance and Deregulation's role is limited to managing the two master media contracts following the abolition of the Government Communications Unit (GCU) in the Department of the Prime Minister and Cabinet. The campaign advertising contract is held by Universal McCann and the non-campaign contract is held by hma Blaze.