

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2005-2006, 23 and 24 May 2005

Question: PM 28

Outcome 1, Output 4.4.

Topic: Tasmanian Forests Advertising – Appointment of creative agency

Hansard Page: Direct on Notice.

Senator Murray asked: Was the campaign developed in house or tendered for by the advertising group. If the latter in which way was the contract let?

Answer: The advertising was developed by Clemenger Tasmania. The agency was appointed directly by the Tasmanian Government.