

**Senate Finance and Public Administration Legislation Committee**  
**ANSWER TO QUESTION ON NOTICE**  
**Prime Minister and Cabinet Portfolio**  
**Department of Climate Change**  
**Budget Estimates Hearing–May 2009**

**Written question reference:** CC44a-d

**Outcome/Output:** Outcome 1, Output Group 1.1 – Response to climate change

**Topic:** Climate Change Advertising Campaign

**Hansard Page:** Not relevant for written QoN

**Question:** (Senator Johnston)

In relation to the \$8 million cost of placing the adverts,

- a) Please provide a breakdown on how this advertising was allocated
- b) How got the money and how much?
- c) How were the individual contracts determined?

Were these contracts put out to tender?

**Answer:**

Universal McCann is the Government's centrally-contracted media buying agency for campaign advertising. They are responsible for placing advertisements and managing media buy contracts.

- a) The planned media total \$8,798,728.60 (inclusive of GST) was allocated to advertising in the categories of:
  - a. Television – \$3,027,780.18
  - b. Magazines – \$541,562.58
  - c. Press – \$2,914,911.7
  - d. Radio – \$1,679,653.33
  - e. Digital Ad-Servicing - \$24,723.00
  - f. Digital Search - \$137,229.6
  - g. Digital – \$430,848.19
  - h. Outdoor – \$42,020.00
- b) Universal McCann was paid \$8,798,728.60 (inclusive of GST) over the period of the campaign.
- c) Individual contracts were determined by Universal McCann, the Government's centrally-contracted media buying agency for campaign advertising.