

## **Standing Committee on Finance and Public Administration**

### **ANSWER TO QUESTION ON NOTICE**

**Budget Estimates Hearing – May 2010**

**Finance and Deregulation Portfolio**

#### **Outcome 1, Program 1.3**

**Topic: Campaign advertising**

**Question reference number: F76**

**Type of Question: Hansard F&PA 74, 27 May 2010**

**Date set by the committee for the return of answer: 9 July 2010**

**Number of Pages: 1**

**Senator Ronaldson asked:**

I turn now to Contract Notice View CN269950 in the sum of \$60,000 for government campaign advertising with the supplier being BMF Advertising. The contract period was 15 March to 31 March 2010. Can you detail for the committee, please, precisely the nature and extent of that advertising campaign?

#### **Answer:**

Contract Notice View CN269950 relates to ongoing work to update and amend campaign advertising creative material in preparation for the next federal election. AEC federal election campaign advertising will appear on television, radio, print and online to inform electors about enrolment, where to vote and how to cast a formal vote. The advertising is expected to start when the election is announced and run until election day.

The Purchase Order referred to in CN269950 is for the period 1 February 2010 to 30 June 2010. The contract period specified in the Contract Notice View (15 March to 31 March) is incorrect due to AEC error. All expenditure to date against the purchase is for agency fees.

The Deed of Agreement with BMF Advertising was put in place on 5 September 2005 and has been extended until after the next federal election.