

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission

Outcome/Program: Outcome 1

Topic: Count Me In advertising campaign cost

Senator: Ryan

Question reference number: F85

Type of question: Hansard, F&PA Committee, Page 104, 23 May 2012

Date set by the committee for the return of answer: Friday, 6 July 2012

Number of pages: 1

Question:

There is a contract, No.CN516462, for an 'online advertising campaign promoting enrolment'. I have a couple of questions, and I do not mean to be flippant, but it is for a very odd amount. On AusTender the amount comes out as \$999,999.99. It caught my attention. It strikes me as a particularly odd amount. Is there a reason it is not a million dollars and is it literally one cent below?

Answer:

The budget for contract No.CN516462 is \$1,000,000.00 including GST. The budget excluding GST is \$909,090.91.

Universal McCann left 0.01 cents off this budget when planning the media buy and worked to a budget of \$909,090.90, which is how the Media Buying Authority came to a total of \$999,999.99.