

**Senate Finance and Public Administration Legislation Committee**  
**Supplementary Budget Estimates Hearing – October 2009**  
ANSWER TO QUESTION ON NOTICE

**Topic: Ogilvy Public Relations Worldwide Market Research**

**Question reference number: CC18**

**Type of Question: (*Hansard F&PA page 133, 19 October 2009*)**

**Date set by the committee for the return of answer: 4 December 2009**

**Number of Pages: 1**

**Question:** (Senator Ronaldson)

**Senator RONALDSON**— ...Then I take you to contract note CN205026, with some \$215,000, which is a contract from 23 March 2009 to 30 June 2009 with Ogilvy Public Relations Worldwide Pty Ltd for public relations activities.

**Senator Wong**—We will have to take that on notice...

**Answer:**

In March 2009, the Department commissioned Ogilvy Public Relations Worldwide Pty Ltd to assess the Department's communication framework and activities, and to provide advice on how it could better communicate the Government's climate change policies and programs to the Australian community.

Ogilvy also assisted the Department to identify possible content for a series of video case studies on the Department's new website.

The final expenditure on these services was \$111,000.