

SENATE LEGAL AND CONSTITUTIONAL LEGISLATION COMMITTEE
ATTORNEY-GENERAL'S DEPARTMENT

Output 2.4

Question No. 55

Senator Ludwig asked the following question at the hearing on 14 February 2006:

National Security: Increasing Public Awareness with a National Media Campaign – Funding of \$8.3 m:

- a) What are the types of contracts you have entered into?
- b) Please breakdown the types of media buy (Eg: Television, radio, billboards etc)
- c) Who are the contracts with, in terms of how the money has been appointed?
- d) What has the Media Campaign achieved?

The answer to the honourable senator's question is as follows:

- a) The national security campaign currently has three contracts, one with a market research consultant, a creative advertising consultant and a non-English Speaking Background (NESB) communications consultant.
- b) TV, press, outdoor (transit interiors and metrolites), press in 28 languages other than English and radio in 33 languages other than English.
- c) The market research contract is with Worthington Di Marzio, creative advertising contract is with BMF Advertising and NESB communications contract is with Cultural Partners.
- d) The National Security Public information Campaign has been successful in its key objective of raising awareness of the Hotline and its role amongst the Australian public. The Hotline has received over 75,000 calls, letters and emails since it commenced operations in December 2002. Over half of these calls have been from people seeking to provide information or assistance to Australia's security and intelligence agencies.