

## **QUESTION TAKEN ON NOTICE**

### **ADDITIONAL ESTIMATES - 25 FEBRUARY 2014**

#### **IMMIGRATION AND BORDER PROTECTION PORTFOLIO**

##### **(AE14/100) PROGRAMME – Internal Product**

Senator Macdonald (L&CA 125) asked:

CHAIR: Who appointed the agency?

Mr Bowles: It would have been through the department.

Senator BOYCE: Could you just tell us—on notice, I am presuming—who the agency was.

Mr Bowles: We can take that on notice. I just cannot remember who it was. We used one of the normal agents who do this sort of stuff. I cannot recall any commentary from other agents who were critical. At the end of the day, one gets the job and five do not. That sometimes raises issues as well.

*Answer:*

Universal McCann is the whole-of-government contracted campaign advertising agency.

All creative was produced in-house – there was no separate creative agency.