

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Program All

Question No. 86

Senator Barnett asked the following question at the hearing on 18 October 2010:

- a. Has the Department/agency ever employed Hawker Britton in any capacity or is it considering employing Hawker Britton? If yes, provide details.
- b. Has the Department/agency ever employed Shannon's Way in any capacity or is it considering employing Shannon's Way? If yes, provide details.
- c. Has the Department/agency ever employed John Utting and UMR Research Group in any capacity or is it considering employing John Utting and UMR Research Group? If yes, provide details.
- d. Has the Department/agency ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details.
- e. Has the Department/agency ever employed Cutting Edge in any capacity or is it considering employing Cutting Edge? If yes, provide details.
- f. Has the Department/agency ever employed Ikon Communications in any capacity or is it considering employing Ikon Communications? If yes, provide details.
- g. Has the Department/agency ever employed CMAX Communications in any capacity or is it considering employing CMAX Communications? If yes, provide details.
- h. Has the Department/agency ever employed Boston Consulting Group in any capacity or is it considering employing Boston Consulting Group? If yes, provide details.
- i. Has the Department/agency ever employed McKinsey and Company in any capacity or is it considering employing McKinsey and Company? If yes, provide details.

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

The responses cover all agencies in the Attorney-General's portfolio.

- a) No.
- b) No.
- c) No.
- d) The Attorney-General's Department and the Australian Federal Police have engaged McCann-Erikson for advertising services as follows:
 - The National Security Public Information Campaign from May 2006 until August 2010, Attorney-General's Department.
 - Chemicals of security concern awareness campaign in 2010, Attorney-General's Department.
 - Sexual Offences Against Children communication activities in 2010, Attorney-General's Department.

- Annual National Missing Persons Week advertising campaigns since June 2008, Australian Federal Police.
- Road safety and recruitment advertising campaigns, Australian Federal Police.

The Attorney-General's Department has spent a total \$12,752,910 with McCann-Erickson since 1 November 2007 to 30 September 2010 and the Australian Federal Police has spent \$969,732 with McCann Worldgroup Pty Ltd trading as McCann-Erickson since November 2007 under Whole of Australian Government (WoAG) contract arrangements.

- e) In April 2008, CrimTrac engaged Cutting Edge to produce a DVD for the Automated Number Plate Recognition program. This contract was for the value of \$204,303 (GST inclusive) and included filming in the United Kingdom, various localities in Australia and all production/post production work. The method of procurement was open tender.
- f) No.
- g) No.
- h) Boston Consulting Group was engaged by the Family Court of Australia on 21 April 2007 to undertake a five week project to assist in the Family Court Performance Reporting Project. The contract was for the value of \$354,200.00 (GST inclusive).
- i) During 2007-08, the Australian Human Rights Commission undertook a major strategic planning process that resulted in a new 3 year corporate plan and led to an internal review and restructure of the policy support units. The Commission engaged McKinsey and Company to help management facilitate the organisational change process. A total of \$82,500 (exclusive GST) was paid to McKinsey and Company for these services.