

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2010-11 Supplementary Estimates Hearings

Outcome Number: Cross

Question No: 047

Topic: Advertising and Marketing

Hansard Page: Written

Senator Fifield asked:

Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.

Answer:

The Department has a warehousing and distribution contract with National Mailing and Marketing Pty Limited, and three panels from which it accesses communication services. There is a contract in place with each of the panel providers:

Panel Title and Services	Suppliers
Printing and Promotional Products Services provided: <ul style="list-style-type: none"> • offset and digital printing; and • sourcing and printing promotional products 	Adelaide Copy Office Pty Ltd
	Blue Star Print Group Australia Pty Limited t/a Blue Star PRINT
	CanPrint Communications Pty Limited
	GEON Australia Pty Ltd
	Independent Print Media Group Pty Limited
	Lindsay Yates & Partners Pty Ltd
	New Millennium Print Pty Ltd
	Partech Pty Limited t/a Bytes 'n Colours
	The Trustee for BT Collins Family Trust & The Fox Trust t/a Intandem
	Vega Colour Group Pty Ltd t/a Vega Press
	Whirlwind Print Pty Ltd
Yetimo Marketing Pty Limited	
Communication Market Research Services provided: <ul style="list-style-type: none"> • communications market research 	Colmar Brunton Social Research Pty Ltd
	Cultural Perspectives Pty Ltd t/a Cultural & Indigenous Research Centre Australia (CIRCA)
	GFK Blue Moon Research and Planning Pty Ltd ATF Blue Moon Unit Trust
	Inside Story Unit Trust t/a Inside Story Knowledge Management Pty Ltd
	Ipsos Public Affairs Pty Ltd t/a The Ipsos-Eureka Social Research Institute
	Jigsaw Strategic Research Pty Ltd
	Orima Research Pty Ltd
	Roy Morgan Research Pty Ltd
Taylor Nelson Sofres Australia Pty Ltd	

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	Hall & Partners Open Mind Pty Ltd
	T.L. Elliott-Farrelly & B.L. Lumby t/a The Echidna Group – Indigenous Research & Development Consultancy
	Urbis Pty Ltd t/a Urbis
Creative and Public Relations Services Services provided: <ul style="list-style-type: none"> • development and implementation of communication strategies; and • multimedia/electronic media (radio/television) production 	Gavin Jones Communications Pty Ltd

The Department also holds contracts with a number of agencies in the development and implementation of two campaigns, as listed below.

Paid Parental Leave campaign	<ul style="list-style-type: none"> • Vinten Browning – creative development of advertising and information materials • Horizon Communication Group – public relations services • Cultural Partners Australia – culturally and linguistically diverse (CALD) and Indigenous consultant • Colmar Brunton – market research
The Line campaign	<ul style="list-style-type: none"> • J Walter Thompson Pty Ltd – creative development of advertising and information materials, website hosting and moderation • Terry McArthur Associates – public relations services • Winangali – Indigenous consultant • Cultural Partners - culturally and linguistically diverse (CALD) consultant • GfK Blue Moon – market research • Universal McCann – Australian Government media buying agency • Urbis – Indigenous research consultant • Sean Panambalana – child psychologist (providing expert advice via website to target audiences who post questions on the Q&A page).