

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2016-17 Supplementary Estimates Hearings**

**Outcome Number: Cross Outcome - Across Programs**

**Question No: SQ16-000309**

**Topic: Communication & Media**

**Hansard page: Written**

**Senator Catryna Bilyk asked:**

How much has the Department spent on advertising and information campaigns since 1 January 2016? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

**Answer:**

The total spend on advertising and information campaigns from 1 January 2016 to 31 August 2016 was \$13,489,765.72 (GST exclusive).

The list of all Contract Notice IDs for the Austender website ([www.tenders.gov.au](http://www.tenders.gov.au)) in relation to advertising and information campaign contracts is as follows:

<b>Agency</b>	<b>Contact ID</b>
Dentsu Mitchell Media Australia Pty Ltd <i>Media buy</i>	CN3330919
BMF Advertising Pty Ltd <i>Creative development</i>	CN3311999 CN3311999-A1 CN3311999-A2
Taylor Nelson Sofres Australia Pty Ltd <i>Developmental and market research</i> <ul style="list-style-type: none"> <li>This included research to inform the development of the campaign and concept testing to determine the effectiveness of the creative execution.</li> </ul>	CN3282937 CN3282937-A1 CN3282937-A2 CN3282937-A3
Taylor Nelson Sofres Australia Pty Ltd <i>Behaviour change consultant</i> <ul style="list-style-type: none"> <li>A behaviour change expert was contracted to provide advice and input on behaviour change and social marketing for the campaign.</li> </ul>	CN3305650
Hall & Partners / Open Mind Pty Ltd <i>Benchmark, tracking and evaluation research</i>	CN3311334 CN3311334-A1 CN3311334-A2
Ogilvy & Mather (Sydney) Pty Ltd <i>CALD consultant</i>	CN3307594
33 Creative Pty Ltd <i>Indigenous consultant</i>	CN3308517
Fenton Strategic Communications <i>Public Relations</i>	CN3308599
303 Group Pty Ltd <i>Creative pitch (unsuccessful agency)</i>	CN3302378