

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2011-12 Additional Estimates Hearings

Outcome Number: 6

Question No: 262

Topic: Advertising and Marketing

Hansard Page: Written

Senator Cash asked:

How much has the Office for Women spent on advertising and marketing since November 2007? What is the justification for this expenditure?

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

Answer:

(1) The table below details the advertising expenditure by the Department from November 2007 to 31 December 2011. All figures provided are GST exclusive.

Campaign Advertising Includes TV, radio, print, online and search engine advertising	The Line	\$7,127,798
	TOTAL	\$7,127,798
Non-Campaign Advertising Includes requests for tender and expressions of interest notices, advertising of discussion papers, funding rounds, programs, international agreements, public notices, White Pages advertising and recruitment advertising	Non-campaign Recruitment	\$432,643 \$12,141
	TOTAL	\$444,784
TOTAL (figures subject to rounding)		\$7,572,582

(2) The Department holds contracts with a number of agencies for the development and implementation of The Line campaign, as listed below:

Supplier	Service
J. Walter Thompson Australia Pty. Limited	Creative development of advertising and information materials, website hosting and moderation
Terry McArthur & Associates Pty. Limited	Public relations services
Winangali Pty Ltd	Indigenous consultant
Cultural Partners Australia (NSW) Pty Limited	Culturally and linguistically diverse (CALD) consultant
Blue Moon Unit Trust	Market research
Universal McCann	Australian Government media buying agency
Urbis Pty Ltd	Indigenous research consultant
The Trustee for Quiip Unit Trust	Moderation services