

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: Cross

Question No: 416

Topic: Government advertising

Hansard Page: Written

Senator McKenzie asked:

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

Answer:

Communications program name	Description	Austender description	Total spend Financial year to date to 31 May (GST exclusive)	Suppliers
Assisting vulnerable individuals and families in disadvantaged communities	<p>The Department engaged Haystac Public Affairs to undertake communication mapping and framework development that supports the Australian Government's commitment to assisting vulnerable individuals and families in disadvantaged communities, through income management in new and existing areas, and supporting Financial Management Support services.</p> <p>The Department engaged Folk to design a visual identity for Income Management, for existing and place-based sites. Bite Visual Communications, Fridge Design, and Grid Communications have all undertaken various design and print jobs for factsheets and posters.</p>	Preliminary mapping and framework development	\$14,289	<p>Haystac Public Affairs</p> <p>Folk Pty Ltd</p> <p>Bite Visual Communications</p> <p>Fridge Design</p> <p>Grid Communications</p>
International Day of People with Disability (IDPwD)	The Department engaged Morris Walker to deliver the National Disability Awards. Their contract has been extended to deliver the awards in 2012.	Morris Walker: Event Management Services	\$344,157	Morris Walker Pty Ltd

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	<p>Nican is a non-government organisation, funded by FaHCSIA, to provide information on tourism, recreation, sport and the arts for people with disabilities. Nican was engaged to provide communication support and manage the IDPwD community events around the country.</p> <p>Haystac has been engaged to provide public relations support and promote IDPwD and the National Disability Awards to the broader community.</p>	<p>Nican (contract 1): Management and Coordination of the 2011 International Day of People with Disability (IDPwD) Activities</p> <p>Nican (contract 2): Promotion of Disability Services</p> <p>Haystac: Media Strategy for 2012 International Day of People with Disability and National Disability Awards</p>		<p>Nican Inc.</p> <p>Haystac Public Affairs Pty Ltd</p>
National Disability Insurance Scheme	The Department engaged Spinifex Communications to develop a communication strategy and provide strategic communication advice for the design phase of the National Disability Insurance Scheme.	Communication and stakeholder management services in relation to the National Disability Insurance Scheme	\$45,439	Spinifex Communications Pty Ltd