

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Outcome Number: Cross

Question No: 19

Topic: DisabilityCare Australia Campaign

Hansard Page: 03/06/2013 - CA16

Senator Fifield asked:

Are you able to tell me who the other agencies are or the businesses that have been engaged for the other components of the campaign?

Answer:

Agencies engaged for the campaign include the following:

Taylor Nelson Sofres Australia (TNS) - developmental and concept testing research;
303 Lowe Group Australia – creative agency;
Ogilvy Public Relations Worldwide – public relations;
Ethnic Communications (Ecom) – CALD advertising and public relations;
Cox Inall Communications trading as Cox Inall Ridgeway – Indigenous advertising and public relations; and
Colmar Brunton – benchmark, tracking and evaluation research.