

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: 347

Topic: Contractors

Hansard Page: Written

Senator Smith asked:

For this financial year to date: Has the department/agency ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details (including the work undertaken and the cost).

Answer:

In 2012 McCann Worldwide were engaged by the Department to deliver a campaign to raise public awareness of the role and contribution of carers. This campaign was delivered as one of the priorities of the National Carer Strategy.

McCann Worldwide were selected to do this work via an open funding round and received \$1.6 million over two years to deliver the campaign. Their funding agreement concluded on 30 June 2013.