

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Budget Estimates Hearings

Outcome Number: 3.7 Programme Support for Outcome 3 Question No: SQ15-000486

Topic: Market Research

Hansard page: Written

Senator Lines, Sue asked:

In relation to the contract listed on Austender as CN3007872:

- 1) What items, and in what quantities were purchased from Yetimo Marketing Pty Ltd under this contract?
- 2) What other services were provided under this contract, including but not limited to design services?
- 3) For whom are the items purchased under this contract intended, and when and how will they be available?
- 4) How many intended recipients are there?
- 5) What text/logos appear on the items purchased under this contract?
- 6) Please provide copies of any images held by the Department of these items, including but not limited to sketches and photos

Answer:

- 1) The products purchased under this contract were 50 waterproof jackets and 200 polo shirts with “Footprints in Time” the Longitudinal Study of Indigenous Children (LSIC) branding.
- 2) The services provided under this contract were “Footprints in Time” branding, supply and delivery of the items.
- 3) Consistent with longstanding practice in longitudinal studies and research, the items were purchased as incentives to encourage participant retention; as uniforms for Aboriginal and Torres Strait Islander field staff for ready identification in communities; and for promotion of the study by study ‘champions’.

The items were delivered to Canberra in June 2015 by Yetimo Marketing, Surry Hills, NSW. They will be distributed as required over the course of two years through National Mail & Marketing, ACT and by LSIC field staff.

- 4) The intended recipients are: 12 Aboriginal and Torres Strait Islander field staff; 12 study staff; up to 15 study champions; and up to 60 study participants.
- 5) The text and logos that appear on the items purchased under this contract are: the “Footprints in Time” study name; a line of footprints which are the study logo; and the Aboriginal and Torres Strait Islander flags.
- 6) Images of the items purchased are on the following page.

Footprints in Time jacket



Footprints in Time polo shirt

