

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2010-2011, 20 October 2010

Question: E10-281

OUTCOME 0: Whole of Portfolio

Topic: CONTRACTORS

Written Question on Notice

Senator Fierravanti-Wells asked:

Has the department/agency ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details.

Answer:

The Department's electronic contract register was created in 2001. Since its creation, the Department has not contracted with McCann-Erickson in any capacity.

McCann-Erickson became McCann Worldgroup Pty Ltd on 14 July 2004. On 25 June 2010, McCann Worldgroup Pty Ltd became Mediabrands Australia Pty Ltd. For the period 1 December 2002 to 30 June 2009 McCann Worldgroup Pty Ltd was the master media planning and placement agency for campaign advertising. McCann Worldgroup Pty Ltd was the successful tenderer and became the master media agency for planning of campaign advertising for the period 1 July 2010 to 30 June 2012. The supplier details were updated on AusTender on 23 September 2010 to Mediabrands Australia Pty Ltd.

As McCann-Erickson is no longer trading by that name, the Department is not considering their future employment.