

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2010-2011, 20 October 2010

Question: E10-287

OUTCOME 0: Whole of Portfolio

Topic: ADVERTISING AND MARKETING CONTRACTS

Written Question on Notice

Senator Fierravanti-Wells asked:

Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.

Answer:

See Attachment A.

Division	Vendor Name	Contract Purpose	Rationale for Service
AACD	Adcorp Australia Ltd	National Advertising - Commonwealth Respite Carelink Centres	Commonwealth Respite and Carelink Centre (CRCC) are promoted each month in the national print media in major metropolitan, regional and rural publications.
AACD	Gavin Anderson & Company (Australia) Ltd	Assist In Transition of The HACC Program under The National Health and Hospital Reform	Clear communication messaging for key stakeholders as to what the changes to HACC will mean
AACD	Sensis Pty Ltd	Age Pages for the White Pages Phone Directory	Provides information on Australian Government and State/Territory services available for older people and their carers. The Ageing and Aged Care Division sponsored a full page information listing in all 55 White Pages Directories. The listing provides contact details for ageing and health related services.
AACD	Sensis Pty Ltd	Aged Care Information Listing for the White Pages Phone Directory	Provides information on Australian Government and State/Territory services available for older people and their carers. The Ageing and Aged Care Division places a listing for the Aged Care Information line in a 55 White Pages Directories. The listing promotes the 1800 Aged Care Information Line.
AACD	Telstra	Commonwealth Respite & Carelink Centres. Entries In 2010/11 Sensis White Pages Nationally	To promote the 1800 number for the Commonwealth Respite and Carelink Centres
AACD	Union Offset Co Pty Ltd	Service Development Assistance Panel Communication Pack	Printing of the Remote and Aboriginal and Torres Strait Islander Aged Care Service Development Assistance Panel Information Pack which will provide valuable information to Aged Care Service providers on how to access the panel
AACD	Zoo Communications Pty Ltd	Design of Australian Government Directory of Services For Older People	To deliver Outcome 4.3 the design element for a yearly publication of Aust Govt services for older people
Business Group	Bearcage Pty Ltd T/A Bearcage Productions	Photography	To capture photographic images.
Business Group	Blue Moon Unit Trust	To Conduct the Measure Up Phase Two Formative Research & Concept Testing	To undertake research to inform Phase 2 of the Measure Up campaign and to concept test creative materials with the campaign's target audience.
Business Group	Blue Moon Unit Trust	To Conduct Tobacco Social Marketing Campaign Concept Testing	Blue Moon were engaged to assess and provide recommendations on refinements on advertising concepts for the National Tobacco Campaign.
Business Group	Cancer Council VIC	Promote Quit and Quit Smoking Messages to Indigenous People in Victoria	This funding agreement aims to: engage Indigenous smokers through the use of role models and peers within the football community; educate Indigenous smokers on the dangers of smoking through the use of editorial content and advertisements; highlight the importance of quitting; and provide Indigenous people(s) with an avenue to seek help either through the Marngrook website or the Quitline.
Business	J Walter Thompson Australia	Production of Creative and Support Services for Health Reform	JWT were engaged to develop television, radio, print and online

Group	Pty Ltd	Plan Campaign	advertisements to inform the Australian public about the reforms to the health system.
Business Group	LOUD PTY LTD	Communication Services for National Tobacco Campaign specifically for Culturally and Linguistically Diverse Australians	Loud were engaged to provide culturally appropriate campaign materials to people from culturally and linguistically diverse backgrounds.
Business Group	Cultural Perspectives Pty Ltd T/A Cultural & Indigenous Research Centre Australia	Provision of Communication Services for The Measure Up Campaign	Cultural Perspectives were engaged to produce culturally appropriate and in-language campaign materials for people from culturally and linguistically diverse backgrounds for Phase Two of the Measure Up campaign.
Business Group	Gavin Jones Communications Pty Ltd	To manage/deliver Communication Events and Materials to Rural and Remote Indigenous Audiences for The Measure Up Campaign	Gavin Jones Communications were engaged to undertake campaign support activities targeting Aboriginal and Torres Strait Islander people for Phase Two of the Measure Up campaign. This included undertaking events and related materials for rural and remote audiences.
Business Group	Ogilvy Public Relations Worldwide Pty Ltd	Public relation services for the Measure Up Campaign	Ogilvy Public Relations were engaged to develop supporting materials and undertake public relations activities for the Measure Up campaign.
Business Group	Urbis Pty Ltd	To Conduct Developmental Research Relating to the Aboriginal & Torres Strait Islander Health Assessment	To procure specialist market research knowledge/skills and independent qualitative data collection to inform the development of strategies to increase the uptake of Aboriginal and Torres Strait Islander Adult Health Assessments
Business Group	The Campaign Palace Pty Limited	Production of creative and support services for The National Tobacco Campaign	Campaign Palace were engaged to develop new television, radio, print and online advertising materials to encourage smoking cessation.
MHCD	Union Offset Co Pty Ltd	Printing of Asthma Consumer Brochures	Due to the good uptake of the Asthma and Allergy brochures in the first six months of the project, it is proposed that these brochures continue to be displayed in general practices for another six months.
MHCD	NP Trust Fund	Produce promotional materials under the National Alcohol Harm Reduction Strategy	Promotion of the updated National Health & Medical Research Council Responsible Drinking Guidelines
OATSIH	Adcorp Australia Ltd	Advertising Request for Application for Inclusion (RAI) Multi-use List	Marketing services were engaged to publicise and promote the RAI Multi-use List Request For Tender process to ensure it was well known across the sector and all eligible and interested professional service providers responded to it.
OATSIH	Cox Inall Communications Pty Ltd T/A Cox Inall Ridgeway	To conduct Integrated Communication Activities to support the 2010 Roll Out of Opal Fuel	To educate and inform target audiences about Opal fuel and its role in reducing petrol sniffing through the provision of communication services
OHP	Blue Moon Unit Trust	To Conduct Formative Research for the Pertussis Communication Strategy	To inform the development of a communication strategy.
OHP	Paragon Printers	Printing of Understanding Childhood Immunisation Booklet and Rotavirus Update Pamphlet	Increased demand resulting in the need for additional printing.
OHP	Union Offset Co Pty Ltd	Revised Australian Immunisation Handbook 9th Edition	Increased demand resulting in the need for additional printing.
OHP	Union Offset Co Pty Ltd	Publish the Communicable Disease Intelligence Journal	The CDIJ is used to disseminate essential surveillance data and

			information on epidemiology and control of communicable diseases in Australia.
PACD	Adcorp Australia Ltd	Invitation to apply for the Competitive Commonwealth Led Process for the Mt Isa GP Super Clinic	Invitation to apply for the Competitive Commonwealth Led Process for the Mt Isa GP Super Clinic
PACD	Adcorp Australia Ltd	Public Notices for the PCEHR e-Health Sites	Public notices for the Personally Controlled Electronic Health Record eHealth Sites
PBD	Adcorp Australia Ltd	Request For Tender Advertising - Guidelines for Medication Management in Residential Aged Care Facilities	To advertise in national newspapers for a request for tender (042/1011) for Medication Management in Residential Aged Care facilities
PHD	Australian Institute of Health & Welfare	Services in relation to The Australian National Infant Feeding Survey 2010	Collection of national baseline data on infant feeding practices to inform implementation of the Australian National Breastfeeding Strategy 2010-2015
PHD	Cultural Perspectives Pty Ltd T/A Cultural & Indigenous Research Centre Australia (CIRCA)	To provide advice & services to Adapt the Get Up & Grow Resources for Aboriginal & Torres Strait Islander People	Seeking advice and services on the need to adapt the <i>Get Up & Grow</i> resources and <i>Get Set for Life</i> guide to ensure they are appropriate for Aboriginal and Torres Strait Islander communities and complement existing materials.
PHD	Union Offset Co Pty Ltd	Printing and delivery of Multi Lingual Flyers for the National Bowel Cancer Screening Program	Replenishing stocks of information material
PHD	Union Offset Co Pty Ltd	Printing of The National Bowel Cancer Screening Program Publications	Replenishing stocks of information material
PSD	Adcorp Australia Ltd	Advertising For Invitation to apply for The Health Hospitals Fund Regional Priority Round	Non-campaign advertising, including the advertising of funding and procurement processes, is produced and booked through Adcorp Australia Ltd, the Australian Government's sole non-campaign advertising contractor. All press advertisements must be placed with Adcorp.