

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 285

Topic: Government Advertising

Hansard Page: Written

Senator Boyce asked:

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

Communication program name	Description	Total spend FY 2011-12 (GST-exclusive)	Suppliers
Assisting vulnerable individuals and families in disadvantaged communities	<p>The Department engaged Haystac Public Affairs to assist in the dissemination of information on Income management and Financial Management Support services nationally.</p> <p>The Department engaged Folk to develop a design for income management, for existing and place-based sites.</p> <p>The Department engaged Bearcage Productions to film income management recipients and service providers about the program to use as case studies.</p> <p>Bite Visual Communications, Fridge Design, Grid Communications, Canprint Communications, Folk, Whalen, New Millenium Print and Bytes and Colours have all undertaken various design and</p>	<p>\$54,530</p> <p>\$10,725</p> <p>\$65,936</p> <p>\$22,088</p>	<p>Haystac Public Affairs Pty Ltd</p> <p>Folk Pty Ltd</p> <p>Bearcage Productions</p> <p>Bite Visual Communications</p> <p>Fridge Design</p> <p>Grid Communications</p>

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Communication program name	Description	Total spend FY 2011-12 (GST-exclusive)	Suppliers
	print jobs for fact sheets and posters.		Canprint Communications Bytes n Colours Folk Pty Ltd Whalen Image Solutions New Millenium Print
	The Department engaged Folk to develop a design for the Financial Management Program for existing and place-based sites including fact sheets, posters, banners and folders.	\$17,047	Folk Pty Ltd
	New Millennium and Bytes n' Colours have undertaken various print jobs for a number of fact sheets (including translated material) and folders.	\$32,108 \$14,490	New Millennium Bytes n' Colours
	National Mailing and Marketing was contracted by the Department to produce writing pads and pens	\$9,732	National Mailing and Marketing
	LOTE was contracted by the Department to translate and typeset fact sheets into seven languages	\$7,714	LOTE

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Communication program name	Description	Total spend FY 2011-12 (GST-exclusive)	Suppliers
International Day of People with a Disability (IDPwD)	<p>The Department engaged Morris Walker to deliver the National Disability Awards. Their contract has been extended to deliver the awards in 2012.</p> <p>Nican is a non-government organisation funded by the Department to provide information on tourism, recreation, sport and the arts for people with a disability. Nican was engaged to provide communication support and manage the IDPwD community events around the country.</p> <p>Haystac Public Affairs was engaged to provide public relations support and promote IDPwD and the National Disability Awards to the broader community.</p>	<p>\$344,157</p> <p>\$70,455</p> <p>\$24,791</p>	<p>Morris Walker Pty Ltd</p> <p>Nican Inc</p> <p>Haystac Public Affairs Pty Ltd</p>
National Disability Insurance Scheme	The Department engaged Spinifex Communications to develop a communication strategy and provide strategic communication advice for the design phase of the National Disability Insurance Scheme	\$45,439	Spinifex Communications Pty Ltd
National Disability Insurance Scheme	The Department engaged Bang the Table to develop an online engagement platform to allow people with disability, their families and carers, and the disability sector, to provide input into key design	\$53,800	Bang the Table Pty Ltd

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Communication program name	Description	Total spend FY 2011-12 (GST-exclusive)	Suppliers
	considerations for the National Disability Insurance Scheme.		
Family Support Program	The Department engaged graphic designers, Swell Design Group, to develop a style guide and a range of templates for Family Support Program communications.	\$21,540	Swell Design Group Pty Ltd