

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 227

Topic: Advertising

Hansard Page: Written

Senator Brown asked:

Please provide further details of the contract with the Reference ID 9000454? Can you confirm that this contract was for a media buy? Please detail the details of the buy and what it was used for?

Answer:

After clarification of the correct contract reference being 90004546 (not 9000454), this contract was with Mitchell Adcorp Alliance for a media buy for the 'Let's talk about changes to aged care' campaign. This contract (\$3,902,000 ex GST) was for print, radio, magazine, digital, out-of-home, Indigenous and culturally and linguistically diverse (CALD) media.