

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Additional Estimates  
2014 - 2015

**Department/Agency:** Treasury

**Question:** AET 365-371

**Topic:** Intergenerational Report - Contracts

**Reference:** written - 16 March 2015

**Senator:** Wong, Penny

**Question:**

365. How much has Treasury spent on contracts relating to (a) the production of the IGR or (b) the advertising of the IGR?
366. Who did Treasury engage with these contracts?
367. When did they engage them?
368. For how long?
369. How much per contract?
370. What is the total budget for advertising the IGR?
371. What forms of advertising will be included in the IGR campaign?

**Answer:**

365 - 369. Answers to the above questions indicated in the table below:

<b>Company engaged</b>	<b>Contract commenced</b>	<b>Contract expiry date</b>	<b>Value of contract (incl GST)</b>	<b>Amount spent as at 16 March 2015 (incl GST)</b>
DataLabs (Curated Content)	9 Feb 2015	30 Jun 2015	\$77,000.00	\$16,500.00
Hall & Partners Open Mind	21 Nov 2014	30 Jun 2015	\$448,838.50	\$448,838.50
303Lowe	11 Feb 2015	31 Dec 2015	\$1,746,612.00	\$635,563.50
GRACosway	13 Mar 2015	31 Dec 2015	\$990,000.00	\$0
<b>TOTAL</b>				<b>\$1,100,902.00</b>

370. The final costs have not yet been determined.
371. The community engagement campaign is being run on television, radio, print, digital, out of home with other channels to be determined.