

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation and Science Portfolio  
2015-16 Additional Budget Estimates  
11 February 2016

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**DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

**TOPIC:** Contract awarded to Mitchell and Partners Australia

**REFERENCE:** Written question – Senator Carr

**QUESTION No.: AI-117**

1. Please provide a detailed summary of the nature of the contract awarded to Mitchell and Partners Australia for \$16,999,999.69 (AusTender reference number CN3322349). What is the contract for? What services does it relate to? Please include in your response a detailed breakdown of how the money will be allocated and for what purpose.

**ANSWER**

The contract for \$16,999,999.69 (ex GST) is for the National Innovation and Science Agenda's campaign media buy. This covers the costs for paid advertising, including television, radio, print, out of home, digital and social media.

The campaign is currently active, and a breakdown of the media spend is not available as it is subject to change, or further decision.