

Australian Government MEDIA BOOKING AUTHORITY

MBA NO:	MAB10044		105 York Street
Cancels & Supersedes MBA NO:			South Melbourne VIC 3205
DATE:	Wednesday, 15 July 2015		Phone +61-3-9693 5544
FROM:	[REDACTED]		ABN 44 123 609 629
CLIENT CONTACT NAME:	[REDACTED]	BILLING CONTACT for Invoicing	[REDACTED]
Client Address:	[REDACTED]	Billing Address:	[REDACTED]
Client Email Address:	[REDACTED]	Billing Email Address:	[REDACTED]
Client Phone Number:	[REDACTED]	Billing Phone Number:	[REDACTED]

Authority is hereby given to Mitchell & Partners Australia Pty Ltd (trading as Mitchell Adcorp) to book the following Media

ENTITY / ORGANISATION	Department of Employment
CAMPAIGN:	Employment Services
PLAN NO./DATED:	Version 7 as at 15th July 2015
CREATIVE AGENCY:	
PERIOD OF ADVERTISING/CAMPAIGN:	July 2015 to January 2016

MEDIA	DESCRIPTION	TOTAL
	<p data-bbox="668 824 970 851">Search Engine Optimisation Project</p> <div data-bbox="525 1191 1013 1276" style="background-color: black; height: 80px; width: 100%;"></div>	
<p data-bbox="36 1583 223 1606">Gross Media Spend</p> <p data-bbox="36 1610 553 1632">Less: Media Commission 10% of Gross Media (if applicable)</p> <p data-bbox="36 1637 833 1659">Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend</p> <p data-bbox="36 1664 619 1684">Plus: Remuneration Charge Back Amount 4% of Gross Media Spend</p> <p data-bbox="36 1691 245 1711">Plus: Material Despatch</p> <p data-bbox="36 1718 260 1738">Plus: Material Production</p> <p data-bbox="36 1744 683 1765">Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search</p> <p data-bbox="36 1769 403 1792">Plus: Optional Advertising Service Charges</p> <p data-bbox="36 1796 116 1818">Net Cost</p>		<p data-bbox="1364 1765 1450 1787">\$70,000.00</p> <p data-bbox="1350 1792 1450 1812">\$70,000.00</p>

GST	\$7,000.00
Total	\$77,000.00

Do you require print Tear Sheets? ☐ Yes ☐ No

Mitchell Adcorp
 (Production/Creative):

Special Comments

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the 'Participant' Issues a Media Instruction to the 'Contractor', a contract is formed as follows:

- (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or
- (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed.

For the purposes of the Deed, the 'Participant' becomes a 'Customer' once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
- (3) have taken into account your obligation under Section 23 of the Public Governance, Performance and Accountability Act 2013.

Client Approval: (Signature)
 Client Approval Name: (Print Name)
 Approval Date:
 Purchase Order Number:

16/7/2015

Return to Mitchell Adcorp:

Scan and email to the relevant Mitchell Adcorp Client Service Director or Manager

Office Use Only

ENTITY TYPE

Non-Corporate Commonwealth Entity

Corporate Commonwealth Entity

ACT Gov't / NT Gov't

Authorised Organisation

JOB TYPE

Campaign

Recruitment Program

Public Notice

Recruitment*

Tender Notice*

*(with exemption attached if applicable)