

Australian Government MEDIA BOOKING AUTHORITY

MBA NO:	MAB10052	Mitchell & Partners Australia Pty Ltd
Cancels & Supersedes MBA NO:		105 York Street
DATE:	Wednesday, 12 August 2015	South Melbourne VIC 3205
FROM:		Phone +61-3-9693 5544
		ABN 44 123 609 629
CLIENT CONTACT NAME:		BILLING CONTACT for Invoicing
Client Address:		Billing Address:
Client Email Address:		Billing Email Address:
Client Phone Number:		Billing Phone Number:

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:	Jobactive
PLAN NO./DATED:	Version 10 as at 12th August 2015
CREATIVE AGENCY:	JWT
PERIOD OF ADVERTISING/CAMPAIGN:	September 2015 to June 2016

MEDIA	DESCRIPTION	TOTAL
Television		\$1,877,556.30
Online Television Commissionable		\$316,666.78
Online Television Non-Commissionable		
Mobile Commissionable		\$169,036.25
Mobile Non-Commissionable		
Digital Display Commissionable		\$317,773.39
Digital Display Non-Commissionable		\$29,999.66
Search - Commissionable		
Search - Non-Commissionable		\$564,500.00
Magazines - Commissionable		\$35,945.00
Magazines - Non-Commissionable		\$32,051.75
Newspapers		\$173,832.13
Radio		\$614,246.50
Indigenous		
Indigenous Digital Display Commissionable		
Indigenous Digital Display Non-Commissionable		
Indigenous Search - Commissionable		
Indigenous Search - Non-Commissionable		
CALD		\$126,469.52
CALD Digital Display Commissionable		
CALD Digital Display Non-Commissionable		\$27,000.00
CALD Search - Commissionable		
CALD Search - Non-Commissionable		
Cinema		
Out of Home		
Gross Media Spend		\$4,285,077.28
Less: Media Commission 10% of Gross Media (if applicable)		-\$363,152.59
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$85,701.55
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$171,403.09
Plus: Material Despatch		\$13,796.00
Plus: Material Production		\$10,720.00
Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search		\$56,450.00
Plus: Optional Advertising Service Charges		\$170,000.00
Net Cost		\$4,429,995.33

GST	\$442,999.53
Total	\$4,872,994.87

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:

18 AUGUST 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)