

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Budget Estimates 2015 - 2016**

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000277

Senator Lines, Sue asked on 04 June 2015, Proof Hansard page 36

Higher Education campaign - Mitchells Adcorp Alliance contract

Question

Senator LINES: Okay. Just looking at Austender, the contract with Mitchell and Partners Australia—are you able to answer questions on Mitchell and Partners, Ms Gleeson?

Ms Gleeson: Yes.

Senator LINES: The media buy under this campaign was revised up by \$1.35 million, taking the total value of the contract to \$6.8 million. Can you tell us what the reason was for that increase?

Ms Gleeson: Could I just check with you what the date reference is that you are referring to there for that?

Senator LINES: I believe it was—the contract period was 24 November 2014 to 30 June 2015. I do not have it, but I understand the initial contract value was \$6.8 million and then there was an amendment of \$1.3 million. I think that might have been around March of this year.

Ms Gleeson: It was. On Austender on 2 March there was a variation to the Mitchells Adcorp Alliance Master

Media booking agency contract that we had undertaken. The variation was \$1,353,555.66.

Senator LINES: Why was that?

Ms Gleeson: There was a change in terms of the media buy that we had intended.

Senator LINES: What was the change?

Ms Gleeson: I do not have that detail in this document. I am happy to take that on notice, though.

Senator LINES: Are you able to get that for me today?

Ms Gleeson: I will do my best, yes.

Answer

The contract with Mitchells Adcorp Alliance was varied by (plus) \$1,353,555.66 (GST inclusive) to include the maximum value of total advertising commitments for the campaign.