

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: All

Outcome/Program: General

Topic: Merchandise or promotional material

Senator: Ludwig

Question reference number: F81

Type of question: Written

Date set by the committee for the return of answer: Wednesday, 31 December 2014

Number of pages: 7

Question:

Since 7 September 2013, has the department purchased any merchandise or promotional material?

1. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose.
2. List the cost for each item.
3. List the quantity of each item.
4. Who suggested this material be created?
5. Who approved its creation?
6. Provide copies of authorisation.
7. When was the Minister informed of the material being created?
8. Who created the material?
9. How was that person selected?
10. How many individuals or groups were considered in selecting who to create the material?

Answer:

Refer to Attachments A and B.

For question 6 in each case, due to the nature of the purchases and privacy considerations, approvals were internal to the Department or agency as shown and copies are not provided.

ATTACHMENT A

1. Item, purpose and program									
1. Item, purpose and program		2. Total Cost	3. Quantity	4. Requested by	5. Approved by	7. When was the Minister informed	8. Supplier	9. Method of Procurement	10. Individuals or Groups considered as suppliers
Department of Finance									
Assorted promotional items including stationery and pens.		An average of \$1.35 (GST incl) per item	8,500	Departmental officer	Departmental Director	Not applicable	Giraff	Direct source	One
Used for promotion of ICT Entry Level Programs at career fairs, schools and universities to attract quality candidates.							Dynamic Gift	Limited tender	Two
							Dynamic Gift	Limited tender	Two
Pens	Comcover	\$0.74 per item (GST incl)	1,000	Departmental officer	Departmental Director	Not applicable	Inkspott	Limited tender	Three
Brochures	To promote the 2015 Finance Graduate Development Programme	\$2,831.40 (GST incl)	1,000	Departmental officer	Departmental Director	Not applicable	Paragon printers	Request for Quote	Two

1. Item, purpose and program		2. Total Cost	3. Quantity	4. Requested by	5. Approved by	7. When was the Minister informed	8. Supplier	9. Method of Procurement	10. Individuals or Groups considered as suppliers
Brochures	To promote the 2015 Finance Career Starter Programme	\$699 (GST incl)	1,000	Departmental officer	Departmental Director	Not applicable	Printstant	Request for Quote	Three
Australian Electoral Commission									
Various items	Indigenous Electoral Participation Program (IEPP)- February 2014 - stock replenishment	Refer Attachment B			Director, IEPP.	N/A	Intandem.	Established pre-qualified tender	Three
Various items	National Indigenous Youth Parliament (NIYP) - Merchandise - May 2014	Refer Attachment B			A/g Assistant Commissioner Education and Communications Branch.	N/A	Intandem.	Established pre-qualified tender	Refer Attachment B
Various items	IEPP- June 2014 - Stock replenishment	Refer Attachment B			A/g Assistant Commissioner Education and Communications Branch.	N/A	Intandem.	Established pre-qualified tender	Two.
Tablet	QLD - Samsung Galaxy Tab 3- November 2013	\$228.00 (incl GST)	One	Divisional Office Manager (Gold Coast Area Office).	Director Operations, Qld.	N/A	Samsung (purchased at Target, Robina Qld).	Refer Attachment B .	Seven retailers

1. Item, purpose and program		2. Total Cost	3. Quantity	4. Requested by	5. Approved by	7. When was the Minister informed	8. Supplier	9. Method of Procurement	10. Individuals or Groups considered as suppliers			
Brochures	NSW - Brochure 1 - September 2014	\$2,960 (excl GST)	10,000	NSW IEPP staff.	State Manager NSW.	N/A	AdPost Online Pty Ltd	On the basis of best value quote	Two			
Brochures	NSW- Brochure 2 - September 2014 NSW specific information brochure for distribution by strategic partners including NSW Department of Family & Community Services and Department of Prime Minister and Cabinet to Indigenous audiences as part of the Indigenous Electoral Participation Program (IEPP)	\$2,670 (excl GST)	20,000	NSW IEPP staff.	State Manager NSW.	N/A	AdPost Online Pty Ltd	On the basis of best value quote	Two			
Pens	AEC NO – Pens- October 2014 AEC promotional pens (used at Citizenship ceremonies and for community engagement).	\$7,200.20 (incl gst)	Refer to <u>Attachment B</u>			N/A	Intandem	Refer <u>Attachment B</u>	Three			
ComSuper												
Nil.												

1. Item, purpose and program	2. Total Cost	3. Quantity	4. Requested by	5. Approved by	7. When was the Minister informed	8. Supplier	9. Method of Procurement	10. Individuals or Groups considered as suppliers
Commonwealth Superannuation Corporation								
Pens	For member education and information sessions	\$1.15 per item	2000	This campaign was approved by the General Manager, Member and Employer Services as part of the annual member education and information program.	N/A	Paddywack	Existing service provider	One.
Future Fund								
Nil.								

ATTACHMENT B – AEC Additional input

Indigenous Electoral Participation Program (IEPP) - February 2014 - stock replenishment

1. – 3. See below.

1. Item	2. Cost	3. Qty
Flap Satchel	\$3,036	1,200
Foldable Drink Bottle	\$4,675	5,500
Purple Sheen Pen	\$3,440	16,000
Sticker	\$2,880	16,000
Wrist Bands	\$4,848	7,600
Balloons	\$1,236	6,000

The Materials are distributed at community events to raise awareness of electoral participation by Indigenous Australians, including at the annual Murri Football Carnival and Careers Expo in Queensland.

4. The materials are standard IEPP promotional items with AEC branding and voter participation messages. They were prioritised in the IEPP communications planning process, which takes into account feedback from IEPP Community Engagement staff on the effectiveness of particular items in supporting community engagement activities to promote Indigenous electoral participation. Procurement included a cost benefit analysis to establish the value for money of each item.

National Indigenous Youth Parliament (NIYP) - Merchandise - May 2014

1. – 3. See below.

1. Item	2. Cost	3. Qty
Grey polos	\$748.20	29
Black Polos	\$1,780.20	69
Larger sized Black Polos - Additional Cost	\$16.00	2
Ladies Hoodies	\$1,823.52	48
Mens Hoodies	\$1,785.53	47
Larger Hoodies	\$175.96	4

The NIYP brought 50 young Indigenous leaders to Canberra for a week long program in May-June 2014 to develop their leadership skills to promote electoral participation in their schools, workplaces and communities.

4. The benefits of NIYP-branded materials for participants was a finding of the evaluation of the inaugural NIYP in 2012.
10. An existing open order contract with Intandem (selected from the Department of Human Services' Multi-use List for the Design, Production and Distribution of Merchandise) was varied.

IEPP- June 2014 - Stock replenishment

1. – 3. See below.

1. Item	2. Cost	3. Qty
Flap Satchel	\$9,452	1,700
Woven Shopping bag	\$8,449	1,700
Pens	\$1,452	4,000
white Kraft paper bag with Twist handle	\$5,520	4,000
Wrist Bands - Aboriginal	\$2,175	4,000
Wrist Bands - Torres strait	\$1,316	3,500
USB Flash Drive - 4gb	\$4,240	1,000
Lanyards with swivel hook	\$4,180	4,000
Purple Balloons	\$616	2,000
Foldable Drink Bottle	\$5,450	5,000
Sticker	\$1,800	10,000
Cap	\$5,768	1,400
Beanie	\$4,770	1,500
Base Tee - Full colour	\$17,530.50	1,450
Spalding Rugby ball	\$2,941.20	180
Faulkner AFL footballs	\$3,890	200

The materials are distributed at community events to promote electoral participation by Indigenous Australians, such as; the annual Murri Football Carnival and Careers Expo in Queensland.

4. The materials are standard IEPP promotional items with AEC branding and voter participation messages. They were prioritised in the IEPP communications planning process, which takes into account feedback from IEPP Community Engagement staff on the effectiveness of particular items in supporting community engagement activities to promote Indigenous electoral participation. Procurement included a cost benefit analysis to establish the value for money of each item.

QLD - Samsung Galaxy Tab 3- November 2013

9. Discussion between GCAO staff and managers as to how to engage Schoolies at the event based on experience from past events.

AEC NO – Pens- October 2014

3. Total of 18,500 pens ordered for 4 state and territory offices (Vic 10,000, QLD 5,000, Tas 1,500 and ACT 2,000).
4. The request initially came from a state office Public Awareness Officer.
5. Each state and territory approved and paid for the purchase
9. Through an RFQ process utilising the DHS Multi-user list. Intandem were selected based on value for money.