

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates 8-11 February 2010

Question: PM77a-c

Topic: Advertising and marketing

Type of Question: Written

Date set by the committee for the return of answer: 26 March 2010

Number of pages: 2

For all expenditure on advertising and marketing since December 2007:

- a) What is the cost, broken down by campaign/project?**
- b) To whom was the contract awarded?**
- c) What is the justification for the expenditure for each?**

Answer:

a,b&c) The Department of the Prime Minister and Cabinet (PMC) did not have any media campaign expenditure on advertising and marketing from 1 December 2007 to 28 February 2010.

PMC spent the following on recruitment and other non-campaign advertising from 1 December 2007 to 28 February 2010 (GST inclusive):

(a) Cost	(b) Contract	(c) Justification for Expenditure
\$845,747.20	HMA Blaze Pty Ltd	Central advertising system – recruitment and public notifications
\$167,475.03	Adcorp Australia Limited	Central advertising system – recruitment and public notifications
\$13,860.00	Unimail Pty Ltd	Graduate recruitment advertising in Unimail
\$1,540.00	Zoo Communications	Design of advertisement
\$198.00	Seek Unlimited	Recruitment advertising
\$3,000.00	Eryl Morgan Publications (Local Government Focus)	Advertisements for the Australian Honours System

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(a) Cost	(b) Contract	(c) Justification for Expenditure
\$660.00	The Colac Herald	Advertisements for the Australian Honours System
\$1,755.60	The Hamilton Spectator	Advertisements for the Australian Honours System
\$565.00	PS News Pty Ltd	National Social Inclusion Conference in Melbourne on 28-29 January 2010
\$1,034,800.84	TOTAL	