

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2013-2014

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 2/2.1

Topic: Newgate contract

Senator: Lundy

Question reference number: F3

Type of question: Hansard, F&PA Committee, Page 12, 25 February 2014

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 1

Question:

Senator LUNDY: We will keep a close eye on that. Ms Mason, one more perhaps on notice for you. Could you provide the committee with a full description of the contract and what Newgate is required to do under the existing contract?

Ms Mason: Certainly, we will take that on notice.

Answer:

Newgate Communications Pty Ltd has been appointed to provide communications support to the Medibank Sale Taskforce through two phases of the Medibank sale process - the scoping study; and if required, the sale phase.

For Phase 1, Newgate is required to provide support for, and input into the Scoping Study, which involves:

- developing and implementing a comprehensive issues management strategy;
- providing media monitoring, analysis and reporting services; and
- developing a marketing plan for the recommended sale process.

If Finance exercises the option to extend Newgate's services for Phase 2, the range of services required will depend on the sale format agreed by the Government. However, in general terms Newgate would be expected to:

- review and refine the Phase 1 issues management strategy;
- work closely and cooperatively with Medibank on public relations and media management issues;
- revise and refine the marketing plan so as to generate sufficient interest in the sale; and
- assist in the organisation and co-ordination of the domestic and international marketing effort for the sale, including any logistical assistance that may be required.