

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 Hearings 2003-2004, 24 May 2004

Question: PM 14

Outcome 1, Output 4.4

Topic: Vibe Australia

Hansard Page: F&PA 98

Senator Ray asked: You would not be able to tell us whether Vibe Australia is on your list of firms would you?

Answer: Vibe Australia is on the list of media companies considered by the Government's media planning and placement agencies (Universal McCann and HMA Blaze) when planning advertising to target Indigenous Australians.