

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: PM1

Outcome 1, Output 4.4

Topic: Government advertising

Hansard Page: written

Senator Murray asked each department and agency in each portfolio:

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;**
- (b) the intended recipients of the information to be communicated by the project;**
- (c) who authorised or is to authorise the project;**
- (d) the manner in which the project is to be carried out;**
- (e) who is to carry out the project;**
- (f) whether the project is to be carried out under a contract;**
- (g) whether such contract was let by tender;**
- (h) the estimated or contracted cost of the project.**

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

Answer

Elimination of Violence Against Women for the Office of the Status of Women.

- (a) To deliver the message that violence against women is totally unacceptable and establish a new national Helpline, counselling & referral service.
- (b) Young people 16-24 years old and their parents – without excluding any woman who has experienced violence.
- (c) The Minister Assisting the PM on the Status of Women.
- (d) Television advertisements, Print advertisements, Radio advertisements and Cinema advertisements.
- (e) Master media agency Universal McCann and advertising agency Grey Worldwide (Melbourne).
- (f) Yes.
- (g) Yes.
- (h) \$7,305,740.24 (ex GST)

Production costs for Mainstream TV, magazines and radio - \$900,000

Advertising – approximately \$6,405,740 for all media