

Senate Finance and Public Administration Legislation Committee

ANSWER TO QUESTION ON NOTICE

Finance and Administration Portfolio

Australian Electoral Commission

Budget Estimates Hearing – May 2006

Question: F17

Outcome 2 - Output 2.1.4 and 2.1.5

Topic: BMF Advertising and Haystac Public Affairs

Hansard Page: F&PA 102

Senator Faulkner asked:

Do you know what the fee-for-service arrangements are? Could you perhaps provide the fee-for-service arrangements for both BMF Advertising and Haystac Public Affairs?

Answer:

BMF Advertising

The AEC's arrangements with BMF are established by way of a Deed of Agreement. The Deed provides for the provision of advertising services on a needs basis as determined by the AEC. From June 2005 (when BMF were first engaged by the AEC after a select tender process) to 21 June 2006, a total of \$135,843 has been paid by the AEC to BMF.

Separate work orders under the Deed of Agreement will be created for successive phases of the public awareness strategy, in particular, the creative and production phases.

Haystac Public Affairs

The fee-for-service arrangements with Haystac Public Affairs are provided for under the 2003 contract, which provided an option for renewal. The AEC exercised that option in 2005 and the parties formalised the contractual arrangements in June 2006.

The contract provides for the provision of services to a total of \$400,000, unless varied by both parties. A total of \$33,376.75 has been paid to Haystac from June 2005 to 21 June 2006.

The services to be provided are public relations services and election specific services.