

Senate Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Child Support Agency

Budget Estimates 2007-08 - May 2007

Question: HS14

Outcome 1, Output 2

Topic: CSA – Creative agency contract costs

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SENATOR Wong asked on 24/05/2007:

Ms Palmer—We have two creative agencies on this campaign. Vinten Browning is one creative agency. They are based in Western Australia.

Senator WONG—What is their name again?

Ms Palmer—Vinten Browning. They are the names of the two principals of the firm. The second agency is Eardrum. They are a radio agency. They are doing the radio and Vinton Browning are doing the rest of the campaign.

Senator WONG—And the cost of that?

Ms Palmer—I am sorry, I did not bring the contract details with me.

Senator WONG—Please provide that. Also do you have expenditure to date in respect of those creative agencies' contracts?

Ms Palmer—I do not have them broken down with me.

Senator WONG—On notice, please give me the expenditure to date, the total value of the contract and the period over which the contracts subsist.

Ms Palmer—Yes.

Answer:

Please refer to the table on the following page.

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Details

Amt (excl. GST)

VINTEN BROWNING Contract

\$515,000.00

Contract Period - 12/4/07 to 31/12/08

Spend To-Date

Concept Development & Success Fees	\$50,000.00
Travel	\$7,160.00
MCGC Approvals	\$16,240.00
Web Page	\$5,365.00
Online Banner Ads	\$4,060.00
CSSR Fact Sheets	\$5,655.00
CSSR DL Fact Sheet	\$4,350.00
Balance Family Dioramas	\$2,610.00
CSSR Summary A4	\$2,755.00
Indigenous Press Ads	\$3,045.00
CSA Scheme Letterhead	\$870.00

Total spend as at 24 May 2007

\$102,110.00

EARDRUM Contract

\$400,000.00

Contract Period - 12/4/07 to 31/12/08

Spend To-Date

Concept Development & Success Fees	\$50,000.00
Initial Fees	\$29,694.10
Feb 07 Radio Fees	\$30,000.00
Mar 07 Radio Fees	\$22,636.37
Travel	\$718.88
Apr 07 Radio Fees	\$28,772.73
Travel	\$675.97

Total spend as at 24 May 2007

\$162,498.05