



Medicare Easyclaim:

Blue Moon Contract

\$583,000.00 (inc GST) has been gazetted (it is a deed of standing offer)

When was the contract entered into:

The deed is dated 3 November 2006

PR: The value of the contract with Royce is \$550,000.00 (including GST)

Creative - Grey: Currently under negotiation – the expected value of the contract with Grey is \$256,212.00 for agency fees (including GST).

The contract also includes estimated production costs (including GST) which are:

\$325,116.00 for TV

\$11,176.00 for print advertising

\$9,479.00 for radio

\$30,916.00 for support material for medical practices (Starter Kit)

\$47,471.00 for online advertising and website

MCGC dates for the Medicare Easyclaim campaign:

10 October 2006: approval of the research brief

11 October 2006: approval of the list of research consultants to approach

7 February 2007: approval of the communication strategy; PR brief and list of consultants to approach; Creative brief and lists of consultants to approach

28 March 2007: approval of the selection of a PR Consultancy (Royce Pty Ltd)

3 April 2007: approval of the selection of a Creative agency (Grey Worldwide Pty Ltd)

9 May 2007: approval of the brand name and logo

Drought:

Value of contracts

Eardrum : a total of \$114,421.00 (inc GST) has been gazetted

Y&R: a total of \$953,443.00 (inc GST) has been gazetted

Openmind: a total of \$360,000.00 (inc GST) has been gazetted

Dates you have been to MCGC for the Drought Campaign are forwarded in a separate email

Drought Assistance MCGC dates:

7 Nov 2006: The Committee approved the communication strategy.

6 Dec 2006: The Committee approved the creative material with minor revisions, and approved the media plan

7 Feb 2007: The Committee approved all creative except for the brochure (to be considered next meeting) and approved the media plan.

8 Feb 2007: The Committee approved the drought assistance brochure.

27 Feb 2007: The Committee approved the creative and media plan.

