

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN FEDERAL POLICE

Question No. 53

Senator Ludlam asked the following question at the hearing on 8 February 2010:

Is the media contract with McCann Worldgroup ongoing?

The answer to the honourable senator's question is as follows:

The Department of Finance and Deregulation administers the contract of the master media agency for planning and placement of campaign advertising for the Commonwealth of Australia.

McCann Worldgroup Pty Ltd (Universal McCann) held the contract from 1 December 2002 to 30 June 2009. Following a competitive open tender process, Universal McCann was awarded a new contract for an initial term of three years beginning 1 July 2009 to 30 June 2012.

All departments and agencies subject to the *Financial Management and Accountability Act 1997* are required to plan and place their campaign advertising through Universal McCann.