



LEGISLATIVE ASSEMBLY

FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2024-2025

Ms Nicole Lawder MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Miss Laura Nuttall MLA

ANSWER TO QUESTION TAKEN ON NOTICE DURING PUBLIC HEARINGS

Asked by: Ms Elizabeth Lee MLA

Addressed to: Minister for Trade, Investment and Economic Development

Redirected to: Chief Minister

Reference: Uncorrected Hansard Transcript 25 July 2024 Pages 138–139

In relation to: Allocation and coordination of funding for promotion under Visit Canberra

Hearing Date: 25 July 2024

QTON lodgement date: 26 July 2024

Answer Due Date: 31 July 2024

MS LEE: Thank you, chair. I just want to go to the funding or the work that is done for promotion by Visit Canberra and specifically in relation to the work that is handled by Universal McCann under I think the \$25 million three year contract with the ACT government. Is there a central coordination? Like is the spending under that so like the services that Universal McCann deliver, is there like a set allocation per agency, for example, or how does it actually work?

Mr Barr: That was actually in the CMTEDD area so which was the other day. I will take bit on notice for you.

Andrew Barr MLA: The answer to the Member's question is as follows:

- On 16 January 2023, the ACT Government signed a 5-year contract with Mediabrands Australia (Universal McCann), with an estimated total value of \$25 million dollars.
- This is the estimated contract value. It is not guaranteed expenditure, or a funding allocation.
- The contract, which took effect on 1 March 2023, is for 3 years with an extension term of up to 24 months in the aggregate, to a maximum of 5 years.
- This contract is a whole of government procurement arrangement for all directorates to efficiently and effectively purchase media planning and buying services, to ensure that the community is well informed.
- Each directorate is responsible for determining its advertising needs, each campaign's objectives and the appropriate funding to support its advertising activities.
- There is no set spending allocation for directorates within the Mediabrands Australia contract.

Approved for circulation to the Select Committee on Estimates 2024-2025

Signature: 

Date: 1.8.24

By the Chief Minister, Andrew Barr MLA