

AUSTRALIAN GOVERNMENT
MEDIA BOOKING AUTHORITY



UM Sydney
100 Chalmers Street
Surry Hills NSW 2010
Phone 61 2 9994 4200
ABN 19 002 966 001

DATE : Friday 28 June 2024
UM CLIENT ADVISE LEAD NAME : s 47F
UM CLIENT ADVISE LEAD EMAIL : um@um.com
UM CLIENT ADVISE LEAD PHONE NUMBER :
MBA NUMBER :
CANCELS & SUPERSEDES MBA NUMBER :
PKLTBP2-1

All information must be clearly printed and legible for this authority to be accepted. On approval please scan and email return to the UM Client Advise Lead above.

CUSTOMER CONTACT NAME : s 22(1)(a)(ii)
CUSTOMER ADDRESS : PO BOX 6500, Canberra, ACT, 2600
CUSTOMER EMAIL : s 22(1)(a) @pmc.gov.au
CUSTOMER PHONE NUMBER : s 22(1)(a)(ii)
CUSTOMER PORTFOLIO / ORGANISATION : Prime Minister and Cabinet
CUSTOMER BUSINESS NAME : Prime Minister and Cabinet
CUSTOMER TYPE : Non-Corporate Entity
CUSTOMER APPROVAL (SIGNATURE) :
CUSTOMER APPROVAL NAME :
CUSTOMER APPROVAL POSITION / ROLE :
CUSTOMER APPROVAL BRANCH :
CUSTOMER APPROVAL PHONE NUMBER :
APPROVAL DATE :
PURCHASE ORDER (IF APPLICABLE) :
CREATIVE AGENCY :

BILLING / INVOICING CONTACT NAME : s 22(1)(a)(ii)
BILLING / INVOICING ADDRESS : PO BOX 6500, Canberra, ACT, 2600
BILLING / INVOICING EMAIL ADDRESS : s 22(1)(a)(ii) @pmc.gov.au
BILLING / INVOICING PHONE NUMBER :

Authority is hereby given to UM to book the following media and deliver additional advertising services in accordance with the media plan and expenditure below :

ADVERTISING CATEGORY : Campaign
JOB NUMBER (SCHEDULE CODE) : 24CPMILTBP2
MASTER JOB NAME (MASTER PRODUCT) : Long-term Insights Briefings Pilot II
JOB NAME (PRODUCT / CAMPAIGN) : Long-term Insights Briefings Pilot II
CAMPAIGN PERIOD : Full 2024 Calendar Year
PLAN NO./DATED : V2 28 June 2024
TOTAL NET COST TO CUSTOMER (ex. GST) : \$25,000.00
TOTAL FINAL COST TO CUSTOMER (inc. TAX) : \$27,500.00

Total Planned Amount by Media Type

MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	s 47(1)(b)		
DIGITAL	Digital Social	\$17,772.38	s 47(1)(b)		
DIGITAL	Digital Social CALD	\$2,000.00			
DIGITAL	Digital Social Indigenous	\$2,000.00			
DIGITAL ADVERTISING SERVICES	Digital Third Party Audience Verification	n/a			
TOTAL SERVICE CHARGES:		\$21,772.38		\$25,000.00	\$27,500.00

Information contained in this plan is confidential. UM confirms that the connections plan is free of undisclosed conflicts of interest.

Special Comments/Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the "Participant" issues a Media Instruction to the "Contractor", a contract is formed as follows:

- (a) for Campaign or complex Non-Campaign advertising, when a Media Brief (Schedule 6) is signed; or
(b) for standard Non-Campaign (Recruitment, Public Notice or Tender Notice) advertising, when an initial request from the Participant is received by the Contractor.

For the purposes of the Deed, the "Participant" becomes a "Customer" once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on the Customer's behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

Should the Customer withdraw any advertisement after the Media Booking Authority has been approved and signed, the Customer may be required to reimburse the Contractor for any costs incurred in providing the Advertising Services or Additional Advertising Services that are not covered in the Remuneration Amounts for the campaign or other advertising (in accordance with clause 13.3(b) of the Deed).

By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
(2) are satisfied that this expenditure represents proper use of Commonwealth resources; and
(3) have taken into account your obligation under section 23 of the Public Governance, Performance and Accountability Act 2013 (Cth).

Customers will be invoiced each month based on the amounts in the FINAL COST (inc. GST) column, above.

s 47G(1)(a)

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY



UM Sydney
100 Chalmers Street,
Surry Hills, NSW 2010
Phone: 61-2-9994-4200
ABN: 19 002 966 001

DATE : Friday, 28 June 2024
UM CLIENT ADVICE LEAD NAME : s 47F
UM CLIENT ADVICE LEAD EMAIL : s47f@pmc.gov.au
UM CLIENT ADVICE LEAD PHONE NUMBER :
MBA NUMBER :
CANCELS & SUPERSEDES MBA NUMBER :

PKLTIBP2-1

s 22(1)(a)(ii)

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CUSTOMER BUSINESS NAME : Prime Minister and Cabinet
CUSTOMER TYPE : Non-Corporate Entity
CUSTOMER APPROVAL (SIGNATURE) :
CUSTOMER APPROVAL NAME :
CUSTOMER APPROVAL POSITION / ROLE :
CUSTOMER APPROVAL BRANCH :
CUSTOMER APPROVAL PHONE NUMBER :
APPROVAL DATE : 4/07/2024
PURCHASE ORDER (IF APPLICABLE) :
CREATIVE AGENCY :

Ingrid Lundberg

AS for PPTO

PPTO

s 22(1)(a)(ii)

CD012307

BILLING / INVOICING CONTACT NAME : s 22(1)(a)(ii)
BILLING / INVOICING ADDRESS : PO BOX 6500 Canberra, ACT, 2600
BILLING / INVOICING EMAIL ADDRESS : s 22(1)(a)(ii)@pmc.gov.au
BILLING / INVOICING PHONE NUMBER :

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MASTER JOB NAME (MASTER PRODUCT) : Long-term Insights Briefings Pilot II
JOB NAME (PRODUCT / CAMPAIGN) : Long-term Insights Briefings Pilot II
CAMPAIGN PERIOD : Full 2024 Calendar Year
PLAN NO./DATED : V2 28 June 2024
TOTAL NET COST TO CUSTOMER (ex. GST) : \$25,000.00
TOTAL FINAL COST TO CUSTOMER (Inc. TAX) : \$27,500.00

Total Planned Amount by Media Type

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DIGITAL	Digital Third Party Audience Verification	n/a			
ADVERTISING SERVICES					
TOTAL SERVICE CHARGES:		\$21,772.38		\$25,000.00	\$27,500.00

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Special Comments/Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the "Participant" issues a Media Instruction to the "Contractor", a contract is formed as follows:

- (a) for Campaign or complex Non-Campaign advertising, when a Media Brief (Schedule 5) is signed; or
(b) for standard Non-Campaign (Recruitment, Public Notice or Tender Notice) advertising, when an initial request from the Participant is received by the Contractor.

For the purposes of the Deed, the "Participant" becomes a "Customer" once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

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By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
(2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
(3) have taken into account your obligation under section 23 of the Public Governance, Performance and Accountability Act 2013 (Cth).

Customers will be invoiced each month based on the amounts in the FINAL COST (inc. GST) column, above.

s 47G(1)(a)



Universal McCann
A division of Mediabrands Australia Pty Ltd
100 Chalmers Street
Surry Hills, NSW, Australia 2010
ABN 19 002 966 001
+61 2 9994 4200 tel
+61 2 8586 2080 fax

TAX INVOICE/ADJUSTMENT NOTE

Master Client	Prime Minister and Cabinet		s 22(1)(a)(ii) @pmc.gov.au	Invoice No	83823
Client	Prime Minister and Cabinet	[PMIAGC]	Prime Minister and Cabinet	Date	26/08/2024
Product	Long-term Insight Briefings Pi	[LTIBP2]	PO Box 6500		
Country	Australia		Canberra, ACT, 2600	Page	Page 1 of 1
Schedule	24CPMILTIBP2	[4GLTIA]	Australia		
Media Type	Ad Serving & Measurement				
Purchase Order			s 22(1)(a)(ii)		

X=SIZE, S=SPOT, P=PACKAGE, A=CPA, F=FIXED, K=CPC, M=CPM, %=Perc., C=Cum.Perc.

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
Integral Ad Science Aust PL					Total Integral Ad Science Aust PL	441.07
Netratings Australia Pty Ltd					Total Netratings Australia Pty Ltd	826.99
s 47G(1)(a)						
Total Cost						1,268.06

s 47(1)(b)

