Document 1

UM

UM Sydney

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY

DATE :	Friday 28 June 2024	MBA NUMBER :	PKLTIBP2-1	
IM CLIENT ADVICE LEAD NAME : IM CLIENT ADVICE LEAD EMAIL :	s 47F	CANCELS & SUPERSEDES MBA NUMBER :		
IN CLIENT ADVICE LEAD EMAIL . IN CLIENT ADVICE LEAD PHONE NUMBER :		<u> </u>		
i information must be clearly printed and legiable fo	r this authority to be accepted. On approval please scan and email return to	the UM Client Advice Lead above.		
USTOMER CONTACT NAME :	s 22(1)(a)(ii)	CUSTOMER APPROVAL (SIGNATURE) :		
CUSTOMER ADDRESS : CUSTOMER EMAIL :	PO BOX 6500, Canberra, ACT, 2600	CUSTOMER APPROVAL NAME : CUSTOMER APPROVAL POSITION / ROLE :		
CUSTOMER PHONE NUMBER :	s 22(1)(a) @pmc.gov.au s 22(1)(a)(ii)	CUSTOMER APPROVAL POSITION / ROLE .		
USTOMER PORTFOLIO / ORGANISATION :	Prime Minister and Cabinet	CUSTOMER APPROVAL PHONE NUMBER :		
CUSTOMER BUSINESS NAME :	Prime Minister and Cabinet	APPROVAL DATE :		
CUSTOMER TYPE :	Non-Corporate Entity	PURCHASE ORDER (IF APPLICABLE) : CREATIVE AGENCY :		
LLING / INVOICING CONTACT NAME :	s 22(1)(a)(ii)			
LLING / INVOICING ADDRESS :	PO BOX 6500 Canberra, ACT, 2600			
LLING / INVOICING EMAIL ADDRESS : LLING / INVOICING PHONE NUMBER :	s 22(1)(a)(ii) gomc.gov.au			
LENG / INVOICING PHONE NUMBER .				
authority is hereby given to UM to book the following	media and deliver additional adverticing services in accordance with the me	dia plan and expenditure below :		
DVERTISING CATEGORY :	Campaign	TOTAL NET COST TO CUSTOMER (ex. GST) :	\$25 000.00	
OB NUMBER (SCHEDULE CODE) :	24CPMILTIBP2	TOTAL FINAL COST TO CUSTOMER (Inc. TAX) :	\$27,500.00	
ASTER JOB NAME (MASTER PRODUCT) :	Long-term Insights Briefings Pilot II			
OB NAME (PRODUCT / CAMPAIGN) : CAMPAIGN PERIOD :	Long-term insights Briefings Pilot II Full 2024 Calendar Year			
LAN NO./DATED:	V2 28 June 2024			
otal Planned Amount by Media Type		_	s 47(1)(b)	
Fotal Planned Amount by Media Type MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	s 47(1)(b)	
MEDIA	Digital Social	\$17,772.38	s 47(1)(b)	
MEDIA DIGITAL DIGITAL	Digital Social Digital Social CALD	\$17,772.58 \$2,000.00	s 47(1)(b)	
MEDIA	Digital Social	\$17,772.38	s 47(1)(b)	
MEDIA DIGITAL DIGITAL	Digital Social Digital Social CALD Digital Social Indigenous	\$17,772.38 \$2,000.00 \$2,000.00 s/a	s 47(1)(b) s 47(1)(b)	\$25.000.00 \$27.500.00
MEDIA DIGITAL DIGITAL	Digital Bocial Digital Bocial Induction Digital Bocial Inductions Digital Third Party Audience Verification	\$17,772.38 \$2,000.00 \$2,000.00 s/a		\$25,000.00 \$27,500.00
MEDIA DIGITAL DIGITAL DIGITAL ADVERTIDING SERVICES	Digital Bocial Digital Bocial Induction Digital Bocial Inductions Digital Third Party Audience Verification	\$17,772.38 \$2,000.00 \$2,000.00 s/a		\$25,000.00 \$27,500.00
MEDIA DIGITAL	Digital Bocial Digital Bocial CALD Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES	\$17,772.38 \$2,000.00 \$2,000.00 n/a : \$21,772.38		\$25,000.00 \$27,500.00
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL SEVICES novemation contained in this plan is confidential. UV cont lipestal Commenta/Conditions: The Contractor has officed under clause 13 (ig) of the Deed	Digital Bocial Digital Bocial Digital Bocial (ALD Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES TOTAL SERVICE CHARGES Imms that the connections plan is free of und sciosed conflicts of Interest. In relation to Master Media Agency Services for the Commonweath Government (the De	\$17,772.38 \$2,000.00 \$2,000.00 n/a : \$21,772.38		\$25,000.00 \$27,500.00
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL ADVERTIGING SERVICES nformation contained in this plan is confidential. UM cont ispecial Commenta/Conditione: The Control The Control The Control of Control on contained in this plan is a decising, where you contain the "Participant" issues a Media instruction to the "Control on Control on contained in this plan is a decising, where the Control on the "Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on the "Control on Control on containe the Control on Control on containe the Control on Control on containe the Control on Control on contained the Control on Control on control on control on the Control on Control on contained the Control on control	Digital Bocial Digital Bocial Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES TOTAL SERVICE CHARGES Thirds that the connections plan is free of and sciesed conflicts of interest. In relation to Master Media Agency Services for the Commonwealth Government (the De fractor), a contract is formed as follows: a Health after (Schedure 9) is signed or	\$17,772.38 \$2,000.00 \$2,000.00 N/a : \$21,772.38		\$25,000.00 \$27,500.00
MEDIA DIGITAL	Digital Bocial Digital Bocial Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES TOTAL SERVICE CHARGES Tims that the connections plan is free of und sclosed conflicts of interest. In relation to Master Media Agency Services for the Commonweath Government (the De nector ¹ , a contract is formed as biolose: a Hobia Servic Schole B is signed or Tender Notice) advertising when an in Sal request from the Participant is received by the		s 47(1)(b)	
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL ADVERTIGING BERVICEB formation contained in this plan is confidential. UM cont ipedial Commenta/Conditions: The Contrador has differed inder diause 13.1(a) of the Deed then the "Participant" issues a Media Instruction be the "Contrador Non-Campaign Recruitment, Public Natice of the purposes of the Deed, the "Participant" becomes a "Co modif the Customesting" advertisement after the Media	Digital Bocial Digital Bocial Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES TOTAL SERVICE CHARGES Thirds that the connections plan is free of and sciesed conflicts of interest. In relation to Master Media Agency Services for the Commonwealth Government (the De fractor), a contract is formed as follows: a Health after (Schedure 9) is signed or	t 17,772.38 t 2,000.00 t 2,000.00 n/a : \$21,772.38 cd) to provide the Adventising Services to Participants. : Contractor. ty, the Customer is authoris ng the Contractor to book media on the r i	s 47(1)(b)	e Charges in accordance with the terms of the Deed.
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL ADVERTIGING BERVICEB formation contained in this plan is confidential. UM con peolal Commental/Conditions: The Control Provide the Addia Instruction to the "Conti on Control Provided that and the Control Provided the Addia and the Control of the	Digital Bocial Digital Bocial Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES TOTAL SERVICE CHARGES Imms that the connections plan is free of und sciesced conflicts of interest. In relation to Master Media Agency Services for the Commonweath Government (the De reactor, a contract is formed as foliows: a Jedital Brief Sciencel eg is signed; or Tender Natice; advertising, when an In Bal request from the Participant is received by the ustomer" once a contract is formed. When a Outcomer approves a Media Booking Authority has been approved and signed; the Outcomer may be required to table Booking Authority has been approved and signed; the Outcomer may be required to	t 17,772.38 t 2,000.00 t 2,000.00 n/a : \$21,772.38 cd) to provide the Adventising Services to Participants. : Contractor. ty, the Customer is authoris ng the Contractor to book media on the r i	s 47(1)(b)	e Charges in accordance with the terms of the Deed.
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL ADVERTIGING SERVICES whomation contained in this plan is confidential. UW cont peniel CommentorConditions: The Contractor has officed under clause 13.1(a) of the Deed (Men the "Participant" itsues a Media instruction to the "Cont of comparison or complex Non-Campage advectsing, when) the standard Nan-Campage Advectsing, when) the standard Nan-Campage Advectsions of the Count of the Contractor in the "Contractor in the "Contractor in the Contractor in the Contractor in the Contractor into the	Digital Bocial Digital Bocial Digital Bocial Indigenous Digital Third Party Audience Verification TOTAL SERVICE CHARGES Total the connections plan is free of und sclosed conflicts of interest. In relation to Master Media Agency Services for the Commonweath Government (the De Inschoff, a contract is formed as bioles: a Healta Brief (Schoffel E) is signed or Tender Notice) advertising when an in Bal request from the Participant is received by the schoff age Contract. Is formed as bioles: a Healta Brief (Schoffel E) is signed or Tender Notice) advertising when an in Bal request from the Participant is received by the schoff age Contract. Is formed, When a Outcomer approves a Media Booking Authon vida Booking Authonty has been approved and signed, the Customer may be required to at you:	t 17,772.38 t 2,000.00 t 2,000.00 n/a : \$21,772.38 cd) to provide the Adventising Services to Participants. : Contractor. ty, the Customer is authoris ng the Contractor to book media on the r i	s 47(1)(b)	e Charges in accordance with the terms of the Deed.
MEDIA DISITAL DISITAL DISITAL DISITAL DISITAL DISITAL DISITAL ADVERTIBING BERVICEB normation contained in this plan is confidential. UM cont upoilal Commenta/Conditions: The Contrology of Company advecting to the Deed then the "Participant" Issues a Media Instruction to the "Cont) for standard Nan-Campaign (Recur time), Public Natice or) for standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is of the Buedown of the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or 10 (Recur time), the Standard Nan-Campaign (Recur time), the Standard Nan-Campaig	Digital Bocial Digital Division Digital Third Party Audience Verification Digital Third Party Audience Verification TOTAL SERVICE CHARGES Tranship In the connections plan is free of and sciosed conflicts of interest. n relation to Master Media Agency Services for the Commonwealth Government (the De tacts), a contract is formed as follows: a Media field Scioladue B is speed; or Tender Matcu autoents und many automatic the mediation of the Scioladue B is speed; or Tender Matcu autoents in a funder and adgreed; the Customer may be required to at social a floadue to salender in (where applicable); at plantine, the subcurve; set The Public Governance; Anthemance and Accountabl My Act 2013 (Chi).	t 17,772.38 t 2,000.00 t 2,000.00 n/a : \$21,772.38 cd) to provide the Adventising Services to Participants. : Contractor. ty, the Customer is authoris ng the Contractor to book media on the r i	s 47(1)(b)	e Charges in accordance with the terms of the Deed.
MEDIA DIGITAL DIGITAL DIGITAL DIGITAL DIGITAL ADVERTIGING SERVICES mormation contained in this plan is confidential. UW cont payelial CommentiveConditions: The Contractor has offered under clause 13.1(a) of the Deed (whon the "Participant" Assess Advis Insticution to the "Cont advisor function funct	Digital Bocial Digital Division Digital Third Party Audience Verification Digital Third Party Audience Verification TOTAL SERVICE CHARGES Tranship In the connections plan is free of and sciosed conflicts of interest. n relation to Master Media Agency Services for the Commonwealth Government (the De tacts), a contract is formed as follows: a Media field Scioladue B is speed; or Tender Matcu autoents und many automatic the matched automatic termed. When a Customer agenoves a Media Booling Authon disa Booking Authonity has been approved and digmed, the Customer may be required to at spon: in plation to advects no; when any Accountability Act 2013 (Chi).	t 17,772.38 t 2,000.00 t 2,000.00 n/a : \$21,772.38 cd) to provide the Adventising Services to Participants. : Contractor. ty, the Customer is authoris ng the Contractor to book media on the r i	s 47(1)(b)	e Charges in accordance with the terms of the Deed.
MEDIA DISITAL DISITAL DISITAL DISITAL DISITAL DISITAL DISITAL ADVERTIBING BERVICEB normation contained in this plan is confidential. UM cont upoilal Commenta/Conditions: The Contrology of Company advecting to the Deed then the "Participant" Issues a Media Instruction to the "Cont) for standard Nan-Campaign (Recur time), Public Natice or) for standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is or the purposes of the Deed. It support to the Standard Nan-Campaign (Recur time), Public Natice or is of the Buedown of the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or) the second table does (ng Autority, your ac continue to the Standard Nan-Campaign (Recur time) to the Standard Nan-Campaign (Recur time), Public Natice or 10 (Recur time), the Standard Nan-Campaign (Recur time), the Standard Nan-Campaig	Digital Bocial Digital Division Digital Third Party Audience Verification Digital Third Party Audience Verification TOTAL SERVICE CHARGES Tranship In the connections plan is free of and sciosed conflicts of interest. n relation to Master Media Agency Services for the Commonwealth Government (the De tacts), a contract is formed as follows: a Media field Scioladue B is speed; or Tender Matcu autoents und many automatic the matched automatic termed. When a Customer agenoves a Media Booling Authon disa Booking Authonity has been approved and digmed, the Customer may be required to at spon: in plation to advects no; when any Accountability Act 2013 (Chi).	\$17,772.88 \$2,000.00	s 47(1)(b)	e Charges in accordance with the terms of the Deed.

CANCELS & SUPERSEDES MBA NUMBER

MBA NUMBER

AUSTRALIAN GOVERNMENT **MEDIA BOOKING AUTHORITY**



100 Chalmers Street, Surry Hills, NSW 2010 Phone: 61-2-9994-4200 ABN: 19 002 956 001

DATE :	
UM CLIENT ADVICE I	LEAD NAME :
UM CLIENT ADVICE I	LEAD EMAIL :
UM CLIENT ADVICE I	LEAD PHONE NUMBER :

Dumww.com

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

@pmc.gov.au

CUSTOMER CONTACT NAME :
CUSTOMER ADDRESS :
CUSTOMER EMAIL :
CUSTOMER PHONE NUMBER :
CUSTOMER PORTFOLIO / ORGANISATION :
CUSTOMER BUSINESS NAME :
CUSTOMER TYPE :

BILLING / INVOICING CONTACT NAME : BILLING / INVOICING ADDRESS : BILLING / INVOICING EMAIL ADDRESS : BILLING / INVOICING PHONE NUMBER :

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CUSTOMER APPROV
CUSTOMER APPR
APPROVAL DATE :
PURCHASE ORDER
CREATIVE AGENCY

AL (SIGNATURE) : AL NAME : L POSITION / ROLE : AL BRANCH : VAL PHONE NUMBER F APPLICABLE) :

PKLTIBP2-1

Ingrid Lundberg AS for PPTO

PPTO s 22(1)(a)(ii)

CD012307

s 22(1)(a)(ii)

4/07/2024

ra. ACT. 2600

s 22(1)(a)(II)
PO BOX 6500, Canber
s 22(1)(a)(ii) 20000

Friday, 28 June 2024

s 47F

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	TOTAL NET COST TO CUSTOMER (ex. GST) :
JOB NUMBER (SCHEDULE CODE) :	24CPMILTIBP2	TOTAL FINAL COST TO CUSTOMER (Inc. TAX) :
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	

 25,000.00				
27,500.00	_	 1.17	 	

Total Planned Amount by Media Type

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

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

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

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

For the purposes of the Deed, the Participant' becomes a Constanct 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.

Should the Customer withdraw any edvertisement 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 edvertising (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 Commenwealth Government pulcies and guidance in relation to advertising (where applicable); (2) are satisfast that this expenditure represents graper use of Commenseith resocurces, and (3) have taken into account your obligation under section 23 of the Public Government, Performance and Accountability Act 2013 (Cth).

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

s 47G(1)(a)



Document 3

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 Client Product Country Schedule Media Type Purchase Order	Prim Long Aust 24C	ne Minister and Cabinet ne Minister and Cabinet g-term Insight Briefings Pi tralia PMILTIBP2 Serving & Measurement	[PMIAGC] [LTIBP2] [4GLTIA]	s 22(1)(a)(ii) @pn Prime Minister and 0 PO Box 6500 Canberra, ACT, 2600 Australia s 22(1)(a)(ii)	Cabi	gov.au Invoice No binet Date Page		83823 5/08/2024 age 1 of 1
		-				CKGE, A=CPA, F=FIXED, K=CPC, M=C		
D Integral Ad Science Aus		Program / Placement	Duration / Size	Reference	No	Rate and Loa	ding(s)	Total
Netratings Australia Pty						Total Integral Ad Science Aust Pl	-	441.07
						Total Netratings Australia Pty Lto		
		~ 47C(4)(a)						
		s 47G(1)(a)				Total Cost		1,268.06

s 47(1)(b)



Document 4

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 Client Product Country Schedule Media Type Purchase Order	Prime Minister and Cabinet Prime Minister and Cabinet Long-term Insight Briefings Pi Australia 24CPMILTIBP2 Digital Social	[PMIAGC] [LTIBP2] [4GLTIL]	s 22(1)(a)(iii) @ Prime Minister an PO Box 6500 Canberra, ACT, 2 Australia s 22(1)(a)(ii)	nd Cabine 1600	^{et} Date	83824 26/08/2024 Page 1 of 1
			X=SIZE, S=SPO	T, P=PACKO	GE, A=CPA, F=FIXED, K=CPC, M=CPM, %=Per	c., C=Cum.Perc
D	ate Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	
				T	otal Facebook Ireland Limited	21,772.3
	s 47G(1)(a)		s 47G(1)(a)	T	otal Cost	21,772 3
					s 47(1)(b)	l
		1				