



**THE HON LINDSAY TANNER MP  
MINISTER FOR FINANCE AND DEREGULATION**

**MEDIA RELEASE**

6 May 2009

**ADCORP APPOINTED NEW MASTER MEDIA AGENCY FOR  
NON-CAMPAIGN GOVERNMENT ADVERTISING**

Lindsay Tanner, Minister for Finance and Deregulation today announced the appointment of Adcorp Australia Ltd as the new master media agency for the planning and placement of Non-Campaign Advertising for the Australian Government.

From 1 June 2009, all departments and agencies covered by the Financial Management and Accountability Act 1997 will be required to place their non-campaign advertising through the Adcorp Australia Ltd.

Non-campaign advertising refers to simple, no-frills advertising that generally appears for a short time frame and is usually related to staff recruitment, tenders; public notices; and invitations for submissions.

Adcorp Australia Ltd has been awarded the contract for an initial term of three years beginning 1 June 2009 through a competitive open tender process by the Department of Finance and Deregulation overseen by Blake Dawson as probity adviser to the tender process.

Lindsay Tanner said: "The Rudd Government is now spending around \$65 million a year on non-campaign advertising, compared with \$87 million in 2007 under the Howard Government.

"Since coming to office, we have demonstrated our commitment to a new approach to government advertising aimed at reducing the waste and inefficiencies that were allowed to flourish under the previous government, and this new contract is another step in the right direction.

"This contract with Adcorp will ensure we have an agency in place that can provide cost-effective non-campaign advertising services that will result in the Australian Government and the taxpayer getting the best overall value for money."

Adcorp Australia Ltd was founded in 1981, and has been listed on the Australian Stock Exchange since 1999. Adcorp has the largest Australian network of any specialist Non-Campaign Advertising Agency.

More information about Adcorp Australia is available at: <http://www.adcorp.com.au/>

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