



The purpose of this brief is to seek a media strategy and plan for the Supporting Australians campaign. The Supporting Australians campaign is aimed at building awareness of the various types of financial support being provided by the Government to Australians.



Fully out of scope
pages have been
deleted from the
document set

Campaign Objectives**Overarching communications objectives**

- To increase awareness of the support the Australian Government is providing to Australians.
- Encourage Australians to visit the website to find out what support they are eligible to receive.

s22

Media Objectives

- To ensure widespread awareness and understanding of the financial support available to Australians.
- Provide opportunities for creative to be targeted to specific audiences
- Use media platforms to build trust, credibility and dispel misconceptions
- Drive audiences to the campaign website to understand all aspects of eligibility and timing.

s22



Universal McCann will also provide the department with a media performance report at the conclusion of the advertising.





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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83864
Client	Treasury	[TRYAGC]	Treasury	Date	26/08/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parkes, ACT, 2600		
Schedule	24CTRYSUPAUS	[4GSUPA]	Australia		
Media Type	Ad Serving & Measurement				
Purchase Order			Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total	
s 47G(1)(a)							
s 47G(1)(a)						Total Cost	2,342.84
						Total Charges	2,342.84
						Goods and Services Tax	234.28
						Amount Payable	2,577.12



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83865
Client	Treasury [TRYAGC]		Treasury	Date	26/08/2024
Product	Supporting Australians [SUPAUS]		Langton Crescent		
Country	Australia		Parkes, ACT, 2600	Page	Page 1 of 1
Schedule	24CTRYSUPAUS [4GSUPD]		Australia		
Media Type	Digital Display				
Purchase Order			Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)	s 47G(1)(a)	
	Total Charges	24,808.40
	Goods and Services Tax	2,480.84
	Amount Payable	27,289.24



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TAX s22 /ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83866
Client	Treasury	[TRYAGC]	Treasury	Date	26/08/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent Parkes, ACT, 2600	Page	Page 1 of 1
Country	Australia		Australia		
Schedule	24CTRYSUPAUS	[4GSUPG]			
Media Type	Govt Advertising Services				
Purchase Order			Attn: s22		

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
s 47G(1)(a)						

s 47G(1)(a)					Total Cost	3,010.00
					Total Charges	3,010.00
					Goods and Services Tax	301.00
					Amount Payable	3,311.00



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83867
Client	Treasury	[TRYAGC]	Treasury	Date	26/08/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent		
Country	Australia		Parkes, ACT, 2600	Page	Page 1 of 1
Schedule	24CTRYSUPAUS	[4GSUPR]	Australia		
Media Type	Radio				
Purchase Order			Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)

s 47G(1)(a)

Total Charges	533,693.16
Goods and Services Tax	53,369.32
Amount Payable	587,062.48



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83868
Client	Treasury	[TRYAGC]	Treasury	Date	26/08/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parkes, ACT, 2600		
Schedule	24CTRYSUPAUS	[4GSUPS]	Australia		
Media Type	Digital Search				
Purchase Order			Attn: s22		
X=SIZE, S=SPOT, P=PACKGE, A=CPA, F=FIXED, K=CPC, M=CPM, %=Perc., C=Cum.Perc.					

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)

s 47G(1)(a)

Total Charges	41,084.62
Goods and Services Tax	4,108.46
Amount Payable	45,193.08



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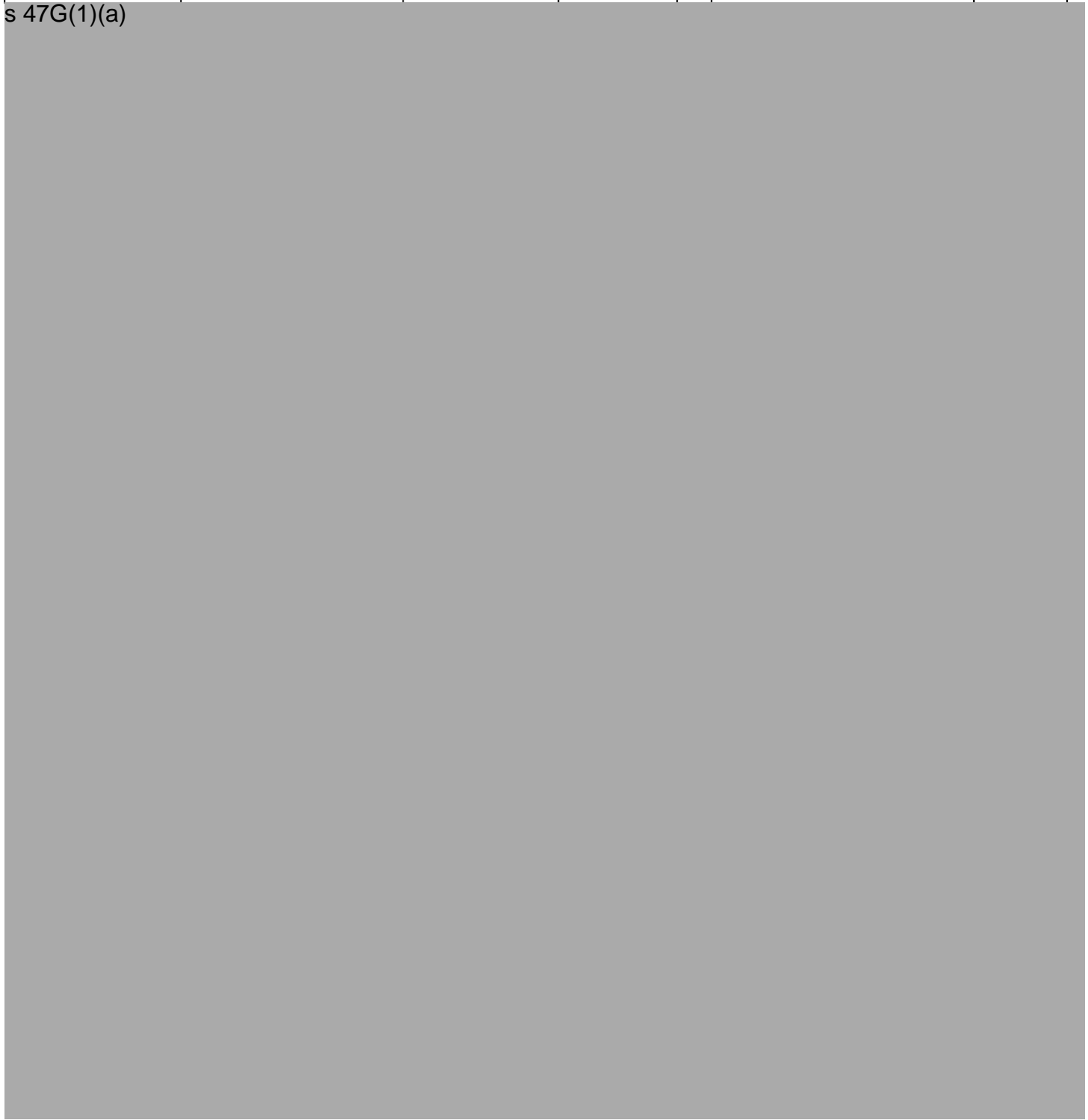
TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	83870
Client	Treasury	[TRYAGC]	Treasury	Date	26/08/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 2
Country	Australia		Parke, ACT, 2600		
Schedule	24CTRYAUSPAUS	[4GSUPT]	Australia		
Media Type	Television				
Purchase Order			Attn: s22		

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
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s 47G(1)(a)





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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85083
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parkes, ACT, 2600		
Schedule	24CTRYSUPAUS	[4GSUPA]	Australia		
Media Type	Ad Serving & Measurement				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)					Total Cost	26,586.45
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Total Charges	26,586.45
Goods and Services Tax	2,658.65
Amount Payable	29,245.10



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85085
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parke, ACT, 2600		
Schedule	24CTYSUPAUS	[4GSUPG]	Australia		
Media Type	Govt Advertising Services				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						
					Total Cost	44,470.00
					Total Charges	44,470.00
					Goods and Services Tax	4,447.00
					Amount Payable	48,917.00



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85088
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent		
Country	Australia		Parkes, ACT, 2600	Page	Page 1 of 1
Schedule	24CTRYSUPAUS	[4GSUPS]	Australia		
Media Type	Search & Technology Fee				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						
Total Cost						376.92
Total Charges						376.92
Goods and Services Tax						37.69
Amount Payable						414.61



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85089
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent		
Country	Australia		Parke, ACT, 2600	Page	Page 1 of 2
Schedule	24CTRYSUPAUS	[4GSUPT]	Australia		
Media Type	Television				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
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s 47G(1)(a)

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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85090
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent		
Country	Australia		Parkes, ACT, 2600	Page	Page 1 of 1
Schedule	24CTRYSUPAUS	[4GSUPT]	Australia		
Media Type	Television				
Purchase Order			Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)					s 47G(1)(a)	
					Total Charges	-273.46
					Goods and Services Tax	-27.35
					Amount Payable	-300.81



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85091
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parkes, ACT, 2600		
Schedule	24CTRYSUPAUS	[4GSUVR]	Australia		
Media Type	Radio				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
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s 47G(1)(a)

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Total Charges	8,690.22
Goods and Services Tax	869.02
Amount Payable	9,559.24



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TAX INVOICE/ADJUSTMENT NOTE

Master Client	Treasury		s22	Invoice No	85094
Client	Treasury	[TRYAGC]	Treasury	Date	24/09/2024
Product	Supporting Australians	[SUPAUS]	Langton Crescent	Page	Page 1 of 1
Country	Australia		Parkes, ACT, 2600		
Schedule	24CTRYSUPAUS	[4SSUPL]	Australia		
Media Type	Digital Social				
Purchase Order	C05038		Attn: s22		

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

Date	Program / Placement	Duration / Size	Reference	No	Rate and Loading(s)	Total
s 47G(1)(a)						

s 47G(1)(a)					s 47G(1)(a)	
					Total Charges	296,698.50
					Goods and Services Tax	29,669.85
					Amount Payable	326,368.35

