

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY

OFFICIAL
OFFICIAL



UM Sydney

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

DATE : Friday, 27 September 2024
 UM CLIENT ADVICE LEAD NAME : s47F
 UM CLIENT ADVICE LEAD EMAIL : s47F @umww.com
 UM CLIENT ADVICE LEAD PHONE NUMBER : s47F

MBA NUMBER : PKXC1000-3
 CANCELS & SUPERSEDES MBA NUMBER : PKXC1000-2

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 Advice Lead above.

CUSTOMER CONTACT NAME : s22(1)
 CUSTOMER ADDRESS : Charles Perkins House, 16 Bowes Place, Phillip, ACT, 2808
 CUSTOMER EMAIL : s22(1) @niaa.gov.au
 CUSTOMER PHONE NUMBER : s22(1)
 CUSTOMER PORTFOLIO / ORGANISATION : Prime Minister and Cabinet
 CUSTOMER BUSINESS NAME : Nat Indigenous Aust Agency
 CUSTOMER TYPE : Non-Corporate Entity

CUSTOMER APPROVAL (SIGNATURE) : s22(1)
 CUSTOMER APPROVAL NAME : s22(1)
 CUSTOMER APPROVAL POSITION / ROLE : Director
 CUSTOMER APPROVAL BRANCH : Remote Employment
 CUSTOMER APPROVAL PHONE NUMBER : s22(1)
 APPROVAL DATE : 28.10.24
 PURCHASE ORDER (IF APPLICABLE) :
 CREATIVE AGENCY :

BILLING / INVOICING CONTACT NAME : s22(1)
 BILLING / INVOICING ADDRESS : Charles Perkins House, 16 Bowes Place, Phillip, ACT, 2808
 BILLING / INVOICING EMAIL ADDRESS : s22(1) @niaa.gov.au
 BILLING / INVOICING PHONE NUMBER : s22(1)

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 :	Public Notice	TOTAL NET COST TO CUSTOMER (ex. GST) :	\$250,000.00
JOB NUMBER (SCHEDULE CODE) :	24PNIDX1000	TOTAL FINAL COST TO CUSTOMER (inc. TAX) :	\$275,000.00
MASTER JOB NAME (MASTER PRODUCT) :	RJED Grant Promotion		
JOB NAME (PRODUCT / CAMPAIGN) :	RJED Grant Promotion		
CAMPAIGN PERIOD :	Full 2024/25 Financial Year		
PLAN NO./DATED:	V3 27 september 2024		

Total Planned Amount by Media Type

MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	MEDIA COMMISSION	WoAG MANAGEMENT FEE	ADVERTISING SERVICES / ADDITIONAL	TOTAL NET COST (ex. GST)	FINAL COST (inc. GST)
PRESS	Press Indigenous	s47					s47
RADIO	Radio Indigenous						
DIGITAL	Digital Display						
DIGITAL	Digital Display Indigenous						
DIGITAL	Digital Social Indigenous						
ADVERTISING SERVICES	Digital Adserving						
ADVERTISING SERVICES	Digital Third Party Audience Verification						
TOTAL SERVICE CHARGES:							\$275,000.00

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 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.

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.

Small Credit and Debit Adjustments

Feedback from customers has identified that small credit adjustments under \$100 and debit adjustments under \$100 can cost more to process than their monetary value. To minimise the number of small adjustment invoices, unless advised otherwise, UM will return all small credit and debit adjustments to the Australian Government's Official Public Account.