



adcorp

Friday 23 September 2016

Adcorp to cease provision of advertising services to the Australian Government

Dentsu Mitchell has advised Adcorp of their intention to consolidate the management of the Australian Government's Master Media Agency Contract and as such will not be requiring Adcorp to manage the placement of recruitment programs, recruitment, public notices and tender advertising moving forward. With the initial term of the Contract not expiring until June 2018, Adcorp is currently assessing the impact of Dentsu Mitchell's decision and its options in relation to this notification.

Adcorp has provided Non-Campaign advertising services direct to the Australian Government since 2008. Adcorp in alliance with Dentsu Mitchell were appointed to the contract in July 2014 when the Campaign and Non-Campaign contracts were consolidated with Dentsu Mitchell taking the role of principal contractor and Adcorp being a named subcontractor.

Adcorp Chief Executive Officer David Morrison said: *"After several years providing services to the Australian Government and its many clients, we are disappointed this relationship will no longer continue. Government continues to be an important pillar to Adcorp with current contracts encompassing the Western Australian and Northern Territory Governments and as such we will continue to invest in enhancing our Government services and our online advertising and communications platform."*

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For further information, please contact:

David Morrison
Chief Executive Officer
Adcorp Australia Limited
+ 61 2 8524 8500
davidmorrison@adcorp.com.au

Starting conversations

Adcorp Australia ABN 72 002 208 915

POSTAL

PO BOX 601
Broadway NSW 2007

SYDNEY

Level 2, 309 George Street
Sydney NSW 2000

adcorp.com.au

T: 02 8524 8500
F: 02 8524 8700