



THE MESSAGE BUREAU

## Tax Invoice

**Invoice No**                    **I001862**

**Date**                            29 March 2022

Australian Nursing & Midwifery Federation (SA Branch)  
PO Box 861  
Regency Park BC  
SA 5942  
Attention: Elizabeth Dabars

The Message Bureau Pty Ltd  
47-49 Wyatt Street  
Adelaide, SA 5000  
(08) 8223 7703  
ABN: 40 159 504 346

### Public Relations Activity

**Job No.**                        J000003

Media management advice, communications strategy and campaigns

### Tasks

Description	Amount
Public Relations	6,000.00
FEBRUARY RETAINER	
Liaison Rob re campaign and scripts	
Contact Channel 7 to further discuss avails.	
Assess timeframe for turnaround on reworked ads	
Liaison Rob re campaign and scripts	
Contact Channel 7 to further discuss avails.	
Assess timeframe for turnaround on reworked ads	
Call with Felicity to discuss upcoming video editing job	
Follow up on media buys with other networks	
Rework TV scripts and seek approval for changes	
Liaise re finalisation of new ads	
Seek client approval of final ads	
Organise distribution	
Liaise Channel 9 re campaign. Negotiate changes. Send to Rob for approval.	
Request improvement to Ten's campaign pitch	
Liaison Rob re campaign	
Reach out to Mix for buy schedule	
Finalise FIVEaa campaign	
Finalise Ch 10 booking	
Follow up Mix 102.3 re campaign proposal	
Liaise all TV networks re BVOD URL. Reach out to ANMF.	
Send URL once ready	
Access and send all radio files to FIVEaa and Mix	
Aged Care Forum Video download, example video creation and editing	
Liaise Rob re setting on ANMF Federal Campaign.	
Reach out to FIVEaa and Mix to put them on notice	
Aged Care Forum video editing, exporting and sending to Felicity	
Make edits to Aged Care forum videos and send across for approval	
Contact Channel 7 re Federal Election campaign buy	
Put FIVEaa on notice for Fed campaign	
Liaise CAD re changes required to ad .	
Liaise all networks and arrange new voiceover	

### Costs

Description	Amount
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9% disbursement	540.00
Ad dispatch - via IMD Health & State Election Campaigns	2,691.00
Voiceover - State Election	947.00
CAD approvals - same day	1,320.00
Ad production	2,375.00
State Election: Creation of 2 x new version ads, replacement of graphics, new audio mix, restripe and export Additional edit to end frame following CAD changes.	
TV Federal Election Ad Buy	86,132.00
Channel 7 Main and BVOD \$40,000	
Channel 9 Main and BVOD \$28,132	
Channel 10 Main and BVOD \$18,000	
Radio - Federal Election Ad Buy	50,539.00
Mix 102.3 April/May \$29,775	
FIVEaa April/May \$20,764	
Sub Total	150,544.00
GST	15,054.40
<b>Total</b>	<b>165,598.40</b>

## Payment Advice

Direct Debit:  
The Message Bureau Pty Ltd  
BSB: 105-022, A/C 063758140

Remittances are to be emailed to -  
messagebureau@yourbme.com.au

**Invoice No**                   **I001862**  
**Amount Due**               **165,598.40**  
**Due Date**                   **05 April 2022**

Amount Paid