

APPENDIX 3

Payments to Advertising and Market Research Organisations

Details of payments made to advertising, market research and polling and media advertising organisations by the department in 2002–03 are listed in Tables 44, 45 and 46 respectively. Where the total amount paid to an organisation was less than \$1500, details have not been included. This is consistent with section 311A of the *Commonwealth Electoral Act 1918*.

Table 44: Advertising organisations

PRN Ref	Contract No.	Organisation	Amount (\$)	Service Provided
PRN00507	381	Batey Kazoo Communications Pty Ltd (trading as Batey House)	35 947	Develop and implement advertising campaign for New Apprenticeships
PRN02875*	2376	Batey Kazoo Communications Pty Ltd (trading as Batey House)	848 357	Creative agency for New Apprenticeships Campaign advertising 2003
PRN02299*	1958	Horizon PR	221 030	Develop, coordinate and manage a communication strategy, an awards ceremony and sponsorship for National Literacy and Numeracy Week 2002
Total			1 105 334	

Table 45: Market research and polling organisations

PRN Ref	Contract No.	Organisation	Amount (\$)	Service Provided
PRN02379	1852	Colmar Brunton Social Research	39 121	Market research to establish a benchmark for DEST's relationship with its stakeholders
PRN02720	2125	Colmar Brunton Social Research	9 987	Conduct a post separation survey for DEST
PRN02553*	1982	David Back Pty Ltd	10 810	Market testing of commercial relevance of International Group's products and services
PRN02471	1935	Taylor Nelson Sofres Australia P/L	6 600	In-depth interviews with international students to market test the AEI Branding Project brochure text
PRN02355	1828	Worthington Di Marzio Pty Ltd	82 170	Market research to assess components of National Indigenous English Literacy and Numeracy Strategy (NIELNS)
PRN02854*	2303	Worthington Di Marzio Pty Ltd	104 485	Market research for New Apprenticeships Campaign 2003–2006
PRN02587*	2643	Worthington Di Marzio Pty Ltd	61 369	Market research services for the announcement of the National Waste Repository
PRN03163	2396	Worthington Di Marzio Pty Ltd	6 600	Preparation of paper on attitudes to New Apprenticeships
PRN02270	1768	Worthington Di Marzio Pty Ltd	49 500	Post-campaign tracking research for the New Apprenticeships media buy for April to June 2002
Total			414 642	

* Consultancy contracts also reported in Appendix 5: Consultancies

Table 46: Media advertising organisations

PRN Ref	Contract No.	Organisation	Amount (\$)	Service Provided
PRN02770	EA112	HMA Blaze	295 498	DEST Print media advertising costs post December 2002
PRN02585	2004	Hobsons Australia Pty Ltd	36 696	Purchase of advertising in the future finder publication
PRN02419	EA104	Starcom Worldwide	450 588	Press advertising costs for DEST recruitment activity 2002–03
PRN02896	EA114	Universal McCann	182 839	HECS advertising campaign 2003
PRN02923	EA125	Universal McCann	1 980 000	Media Buy for New Apprenticeships Campaign 2003
Total			2 945 621	