



A p p e n d i x 3

Payments to Advertising and Market Research Organisations

Details of payments made to: advertising; market research and polling; media advertising; and direct mail organisations by the department in 2004-05 are listed in Tables A3.1, A3.2, A3.3 and A3.4. Where the total paid to an organisation is less than \$1500, details have not been included. This is consistent with section 311A of the *Commonwealth Electoral Act 1918*.

Table A3.1: Advertising organisations

PRN ref.	Contract no.	Organisation	Service provided	Amount
PRN6819	75539	Batey Kazoo Communications Pty Ltd	Higher Education Reforms Campaign - Creative Element	\$70 456
PRN6792	45030304	Bearcage Media Services Pty Ltd	AEI Corporate Promotional Video	\$4 520
PRN03504	2832	ITA Pty Ltd	Promote the Australian VET Framework in China	\$142 934
Questacon	n/a	J.S. McMillan Pty Limited	Design work for promotional and advertising material	\$2 760
Questacon	n/a	Ma@d Communication	Design work for promotional and advertising material	\$39 342
Total				\$260 012

Table A3.2: Market research and polling organisations

PRN ref.	Contract no.	Organisation	Service provided	Amount
PRN6688	75540	Blue Moon Social Research	Market Research in Latin America	\$107 163
Questacon	2005/0039	Colmar Brunton Social Research	Market research to test Questacon exhibition concepts	\$27 500
PRN6679	75483	Eureka Strategic Research Pty Ltd	DEST Stakeholder Perceptions	\$48 598
PRN03521	2789	The Social Research Centre Pty Ltd	Survey of New Apprenticeship outcomes	\$41 230
PRN02854	2978	Worthington DiMarzio Pty Ltd	2004 New Apprenticeships Campaign	\$49 060
PRN5032	75202	Worthington DiMarzio Pty Ltd	Market research for the Higher Education Reforms Campaign	\$157 740
Total				\$431 291

Table A3.3: Media advertising organisations

PRN ref.	Contract no.	Organisation	Service provided	Amount
Questacon	n/a	2005 Australian Science Festival	Advertising Questacon programmes and exhibitions	\$5 500
PRN7413	75621	APN Newspaper Pty Ltd	Advertising in <i>JET Magazine</i>	\$2 750
Questacon	n/a	Australian Capital Tourism Corporation	Advertising Questacon programmes and exhibitions	\$8 903
PRN7444	75669	Australian Government Directory	Placement of Indigenous Education Unit addresses in <i>Australian Government Directory</i>	\$5 500
PRN6270	45029004	Australian Public Service Commission	2004-05 annual Gazette subscription	\$30 457
Questacon	n/a	Canberra FM	Advertising Questacon programmes and exhibitions	\$10 697
Questacon	n/a	Canberra Times	Advertising Questacon programmes and exhibitions	\$2 286
Questacon	n/a	Canberra's Child	Advertising Questacon programmes and exhibitions	\$4 051
PRN6898	45030556	Department of Foreign Affairs and Trade	Advertising in <i>Australia in Brief</i> publication	\$7 700
Questacon	n/a	Experience NSW	Advertising Questacon programmes and exhibitions	\$5 872
Questacon	n/a	Explore Sydney	Advertising Questacon programmes and exhibitions	\$1 833
Questacon	n/a	Federal Capital Press	Advertising Questacon programmes and exhibitions	\$6 086
Questacon	n/a	HMA Blaze Pty Ltd	Advertising Questacon programmes	\$6 228
PRN03342	124	HMA Blaze Pty Ltd	Ongoing non-campaign advertising costs	\$1 432 543
PRN7191	45031402	Hobson's Guides	<i>Studies in Australia Guide 2006</i>	\$8 800
PRN7469	45031848	Hobson's Guides	<i>Good Universities Guide - Study in Australia</i>	\$5 280
Questacon	n/a	Holiday Happenings	Advertising Questacon programmes and exhibitions	\$4 081
Questacon	n/a	Kanga Cup advertising	Advertising Questacon programmes and exhibitions	\$1 540

PRN ref.	Contract no.	Organisation	Service provided	Amount
PRN6666	45031094	Made-To-Measure Publications Pty Ltd	Advertising in <i>The Australian Immigration Book</i>	\$4 312
Questacon	n/a	National Capital Attractions Association	Advertising Questacon programmes and exhibitions	\$3 189
Questacon	n/a	National Capital Educational Tourism	Advertising Questacon programmes and exhibitions	\$13 228
Questacon	n/a	NRMA	Advertising Questacon programmes and exhibitions	\$2 267
PRN6857	75485	Periodicals Pty Ltd	Advertising in the <i>Australian Corporate & Government Management Review</i>	\$2 184
Questacon	n/a	RACV	Advertising Questacon programmes and exhibitions	\$3 960
Questacon	n/a	Radio Works - Macquarie Regional	Advertising Questacon programmes and exhibitions	\$3 267
PRN6740	45030334	Sampson Carroll Australia Pty Ltd	Advertisement for the <i>Big Book of Australia 2005-2006</i>	\$6 342
Questacon	n/a	Sensis	Advertising in Yellow and White Pages	\$5 149
PRN6049	75274	Setform Limited	Advertising in <i>A Guide to Your Career</i>	\$5 555
Questacon	n/a	Southern Cross Ten	Advertising Questacon programmes and exhibitions	\$53 444
PRN6485	45029664	Stroudgate Australasia Pty Ltd	Advertising for offshore distribution magazine	\$8 745
PRN7021	45031768	Stroudgate Australasia Pty Ltd	Promotion of Australian education in <i>European Australian Business 2005</i>	\$5 445
PRN7784	45032607	Stroudgate Australasia Pty Ltd	Advertising in <i>Innovation Australia 2005</i>	\$5 500
PRN6059	75277	Teleconnect Aust Pty Ltd	Advertising in <i>Farmers Info and Buying Guide</i>	\$2 900
PRN8054	75820	Telstra	Advertising in White Pages	\$9 844

PRN ref.	Contract no.	Organisation	Service provided	Amount
PRN6462	75399	Telstra	Advertising in White Pages	\$6 014
PRN6234	75361	Telstra	Advertising in White Pages	\$39 279
PRN6680	75444	The Australian Local Government Reporter	Advertising in <i>The Australian Local Government Reporter</i>	\$2 184
PRN7014	75547	The Australian Local Government Reporter	Advertising in <i>The Australian Local Government Reporter</i>	\$2 184
Questacon	n/a	This Week in Canberra	Advertising Questacon programmes and exhibitions	\$5 390
PRN6864	75507	University of Queensland Debating Society	<i>Study in Australia</i> Advertising at Australasian Debating Championships	\$4 000
PRN6411	45029694	Universal McCann	2004 New Apprenticeships Campaign - additional advertising placement	\$12 426
PRN7493	75689	Universal McCann	Media Buy - Higher Education Reforms campaign	\$1 431 242
PRN7048	75535	Vividas Pty Ltd	CD Business Cards to promote <i>Study in Australia</i>	\$17 600
Questacon	n/a	WIN TV	Advertising Questacon programmes and exhibitions	\$81 311
Total				\$3 287 068

Table A3.4: Direct mail organisations

PRN ref.	Contract no.	Organisation	Service provided	Amount
PRN2567	2869	JS McMillan Pty Limited	Provision of direct mailing services	\$24 672
PRN6377	75362	Pack and Send	Distribution of finalists certificates for the <i>2004 Minister's Awards for Excellence</i>	\$2 597
Total				\$27 269

