

Advertising and Market Research

Achieving a Just & Secure Society

Under s.311A of the *Commonwealth Electoral Act 1918* the Department is required to disclose payments to specific types of organisations. The organisations are categorised into advertising agencies, market research organisations, polling organisations, direct mail organisations, and media advertising organisations. Details of payments are as follows:

Name of organisation	Payment (\$)	Purpose	Key
Ideas & Directions	34 259	Distribute burglary prevention material	d
Morgan Disney and Associates Pty Ltd	15 155	Trial and review crime prevention material targeted at older Australians	b
Public Service and Merit Protection Commission	3 932	Non-campaign advertising (recruitment, job vacancies)	e
Starcom Worldwide (Australia) Pty Ltd	15 202	Non-campaign tender advertising (evaluation)	e
Starcom Worldwide (Australia) Pty Ltd	88 164	Non-campaign advertising (recruitment, job vacancies)	e
Starcom Worldwide (Australia) Pty Ltd	5 518	Request for tender for delivery of conciliation services	e
Starcom Worldwide (Australia) Pty Ltd	3 919	Advertising for the First National Pro Bono Law Conference	e
Starcom Worldwide (Australia) Pty Ltd	4 039	Request for submissions to Family Law Pathways Advisory Group	e
Starcom Worldwide (Australia) Pty Ltd	9 594	Request for tender for partnership projects to increase cooperation and coordination in provision of post separation services for families	e
Starcom Worldwide (Australia) Pty Ltd	8 782	Expressions of interest in professional development programs in child focused family dispute management practices for legal practitioners and mediators and counsellors	e
Starcom Worldwide (Australia) Pty Ltd	13 059	Non-campaign tender advertising (consultancy panel)	e
Starcom Worldwide (Australia) Pty Ltd	23 905	Statutory position advertising (Human Rights Commissioner)	e
Starcom Worldwide (Australia) Pty Ltd	7 613	Statutory position advertising (Federal Magistrates Service)	e
Starcom Worldwide (Australia) Pty Ltd	32 746	Statutory position advertising (Administrative Review Tribunal)	e

Name of organisation	Payment (\$)	Purpose	Key
Starcom Worldwide (Australia) Pty Ltd	3 363	Federal Costs Advisory Council requesting submissions on Solicitors' Scales of Costs	e
Tall Poppies Research and Marketing	17 038	Focus group testing of burglary prevention material	b
Tall Poppies Research and Marketing	19 000	Focus group testing of 'Practical Guidelines for Preventing Violence and Crime at Public Events'	b
Tall Poppies Research and Marketing	22 730	Focus group testing of sexual violence prevention information targeted at younger people	b
Tall Poppies Research and Marketing	27 273	Evaluate impact and effectiveness of trial distribution of burglary prevention material	b
Tall Poppies Research and Marketing	44 311	Evaluation and focus group testing of burglary prevention material	b
Universal Express	41 119	Mailing house services for National Crime Prevention program publications	d

Note

Advertising Investment Services Pty Ltd changed to Starcom Worldwide (Australia) Pty Ltd in the reporting period.

Key

- a Paid to a creative advertising agency to develop advertising campaign.
- b Paid to a market research organisation.
- c Paid to a polling organisation.
- d Paid to a direct mail organisation, creative agency or direct marketing agency for the creation and distribution of direct mail materials.
- e Paid to a media advertising organisation for placing government advertising (both campaign and non-campaign) in the media.