

## APPENDIX 12

**Advertising and Market Research**

During 1997-98 the Department used the services of a number of advertising agencies, market research organisations and media advertising organisations. Details are supplied below. There were no payments made to direct mail organisations.

<i>Name of organisation</i>	<i>Payment (\$)</i>	<i>Purpose</i>
A C Nielsen Research	35 048	Family Mediation National Poll b
AAP Information Services	3 770	Media release and wiring services c
Advertising Investment Services P/L	1 850 882	Advertising services in relation to Australian Firearms Buyback Public Education Campaign a
AusInfo (formerly Australian Government Publishing Service)	47 830	Non-campaign advertising (recruitment, proclamation, special gazette, purchasing and company notices) c
DDB Needham Pty Ltd	98 374	Advertising services in relation to Australian Firearms Buyback Public Education Campaign a
Donovan Research	34 212	Men's attitude to counselling market research b
Donovan Research	80 000	Marriage and relationship education community awareness market research b
Elliott and Shanahan	67 000	Market research to support the communications activities of the National Campaign Against Violence and Crime with a particular focus on community views b
Grey Advertising Canberra	5 040	Market research services b
HMA George Patterson	423	Non campaign advertising (recruitment notices) c
Keys Young	7 500	Market research to support the communications activities of the National Campaign Against Violence and Crime with a particular focus on the identification and assessment of crime prevention practitioners b
Media Monitors	218	Market research services b
Newspoll Market Research	38 593	Research related services for Australian Firearms Buyback Public Education Campaign b
TMP Worldwide	269 550	Non-campaign advertising (recruitment, job vacancies, public inquiry, tender notices) c
TMP Worldwide	15 684	Advertisements seeking applications/expressions of interest for particular projects/activities in the family services area c
TMP Worldwide	35 048	Invitations to tender for special projects in the legal aid and family services areas c

## Key

- a Paid to a creative advertising agency to develop advertising campaign
- b Paid to a market research or polling organisation
- c Paid to a media advertising organisation for placing government advertising (both campaign and non-campaign) in the media