

APPENDIX A ADVERTISING AND MARKET RESEARCH

During 2000–01, Finance spent a total of \$365,815 on advertising. This expenditure can be disaggregated into the following categories in accordance with section 311A of the *Commonwealth Electoral Act 1918*.

Advertising Agencies	Purpose	Amount Paid
Advertising Investment Services	Recruitment and Tender Notices	\$123,773
Hoban Recruitment	Graduate Recruitment Advertising	\$34,107
Mirror Australia	Public Notices	\$1,620
PSMPC	Recruitment Advertising	\$2,500
Starcom Worldwide (Aust) Pty Ltd	Recruitment Advertising and Tender Notices	\$31,743
Management Consortium	Recruitment Advertising	\$3,398
Pacific Access Pty Ltd	Printed and Online Telephone Directory Listing for Government Info Shops	\$116,943
The Good Guide Group	Graduate Recruitment Advertising	\$9,000
Market Research Organisations	Purpose	Amount Paid
Colmar Brunton Social Research	Market Research of Comcover Members	\$19,583
Minter Research	Market Research on the Government Online Directory, and the Commonwealth Government Directory	\$23,148
	Total	\$365,815