

APPENDIX 12

ADVERTISING AND MARKET RESEARCH

Appendix 12 provides information on payments made by, or on behalf of, the ARC to media advertising and direct mail organisations during 2001–02. This is required to be reported under section 311A of the *Commonwealth Electoral Act 1918*.

Table 64: Expenditure on Advertising and Market Research, 2001–02

AGENCY	DESCRIPTION	EXPENDITURE
		2001–02 (\$)
Esaress Australia Pty Ltd	Newspaper advertisement for ARC vacancy	14,025
Starcom Worldwide (Aust) Pty Ltd	Newspaper advertisement for ARC vacancies	57,695
Starcom Worldwide (Aust) Pty Ltd	Advertisement for ARC Federation Fellowship nominations	7,433
Starcom Worldwide (Aust) Pty Ltd	Advertisement for ARC Expert Advisory Committee nominations	2,698
Starcom Worldwide (Aust) Pty Ltd	Advertisement for ARC Centres of Excellence invitations	9,391
Newsnet Holdings Pty Ltd	Distribution of ARC press releases	4,199
Bytext (Bolger Media Services)	Transcripts of press conferences	634
Hallmark Editions	Advertisement for ARC Expert Advisory Committee nominations in R&D Info Service	198
Hallmark Editions	Advertisement for ARC vacancy in R&D Info Service	275
Department of Education, Science and Training (DEST)	Reimbursement to DEST for advertising of ARC vacancy	2,736
Australian Government Directory	Entry for ARC in the Australian Government Directory	715
Ausinfo	Special Gazette—Notification of the making of a Determination under the <i>Australian Research Council Act 2001</i>	237
TOTAL		100,236