

The Electoral Act 1907 - Section 175ZE

Under Section 175ZE of the above mentioned Act, the PTA is required to disclose expenditure for advertising agencies, market research organisations, polling organisations, direct mail organisations, and media advertising organisation costs. The following costs were recorded against these items:

	2004 \$
<i>Advertising agencies:</i>	
Ascot Sign Company	506,885
Awesome Arts	5,000
Bowtell Clarke & Yole	13,905
Buspak Advertising Group Pty Ltd	12,270
Campbell Rival Trust	10,532
Circling Shark Productions	23,145
Core Marketing Group Pty Ltd	2,750
Definition	80,287
Design Design Graphic Management	17,288
Discus Digital Print	66,680
Exposure Digital	21,948
The Factory	60,474
Gatecrasher Advertising	269,075
Image Source	35,761
Jason Signmakers	848,608
John Davis Advertising Pty Ltd	28,024
123 Jump	32,031
Key 2 Design	14,356
Market United Pty Ltd	42,219
P K Signs	2,309
The Sign Shop	15,839
Telford Design	26,104
	2,135,490
<i>Market research organisations:</i>	
Centre for Industry Research	29,150
Donovan Research	58,953
Market Equity	40,500
Patterson Market Research	43,874
Taylor Nelson Sofres	93,750
	266,227
<i>Polling organisations:</i>	
	Nil
<i>Direct mail organisations:</i>	
PMP Print	1,654
<i>Media advertising organisations:</i>	
Advance Press	630,430
A R T Publishing	1,818
Dowd Publications	4,190
Echo Newspaper	1,183
Eventscorp	8,000
Marketforce Limited	221,052
Media Decisions	506,108
Mills Wilson	5,900
Picton Press	8,450
State Law Publisher	12,384
WBMC	10,166
	1,409,681
TOTAL	3,813,052