

## Appendix 4: Advertising and Market Research

### Forms of Advertising

ARPANSA did not commission any work from creative advertising agencies, market research organisations, polling organisations or direct mail organisations. During 2012–13 total expenditure on advertising and public notices amounted to \$23 274 (inclusive of GST).

Details of payments of \$12 100 and above (inclusive of GST), as required under section 311A of the *Commonwealth Electoral Act 1918*, are contained in Table 13.

**Table 13: Details of payments of \$12 100 and above (inclusive of GST) for advertising and public notices during 2012–13**

Organisation	Purpose	Expenditure
Ad Corp	Tender and recruitment advertising	\$23 274