



CUAMCS2025 Contractor Profiles

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303 Group Pty Limited

ACN: 153 584 073

ABN: 45 153 584 073

Categories

Category A – Media Strategy and Trading (Campaign)

Contact information

Contact Person: Kylie Macey

Telephone: (08) 9460 0303 **Mobile:** 0430 040 965

Email: kylie.macey@303.com.au

Website: www.303.com.au

Postal Address: Level 2, 242 Murray Street, Perth WA 6000

Orders Via: Email (preferred) or phone

Hours: 8:30am to 5:30pm Monday to Friday

Additional Information: Small to medium business

Invoices and Payments:

Contact Person: Kylie Macey

Telephone: (08) 9460 0303 **Mobile:** 0430 040 965

Email: finance@303.com.au

About us

303 is a full-service WA-based media and communications agency. We combine audience insight, creative thinking, digital performance, programmatic, data and analytics to build campaigns that get noticed and acted upon. We understand how people behave, where they pay attention and what can motivate them to act. With deep WA market knowledge, national buying scale and strong in-house digital and analytics capability, we deliver media that is strategic, practical, transparent and built to create measurable impact.

Skills, experience and services

Our experience spans behaviour change, brand building, acquisition (sales and lead generation), recruitment and community awareness across education, health, emergency services, utilities, community, and tourism. Our services include:

- Media strategy and communications planning
- Audience insight, segmentation and behaviour change planning
- Media buying across TV, radio, outdoor, print, social, search and programmatic
- In-house paid search, paid social, SEO and programmatic trading
- Campaign set-up, trafficking, tracking and real-time optimisation
- Data, analytics, measurement frameworks and live reporting dashboards
- Post-campaign reporting, benchmarking and effectiveness analysis

Our in-house digital, programmatic, data and analytics teams give clients greater control, transparency and agile optimisations across every campaign. We call it “less autopilot, more pilot” - using technology where it adds value, while keeping experienced people in control of the thinking, decisions and outcomes.

Industry partners or affiliations

Australian Advertising Council (ACA) Member, Australian Association of National Advertisers (AANA), Media Federation Australia (MFA), Growth Agenda.

Industry certifications and/or qualifications

Description	Level/Type	Acquired since
IAB Foundations of Programmatic DOOH	Certificate	2024
IAB Foundations of Digital Audio Advertising	Certificate	2024
IAB Foundations of Digital Ad Fraud	Certificate	2024
Yahoo Identity Solutions	Certificate	2024
Yahoo Advanced TV Certification	Certificate	2023
The Trade Desk Academy: Trading Essentials	Certificate	2023

Note: Our performance team maintains relevant certifications across all digital platforms including Meta, Google and Trading Platforms. 303 maintains an internal IT Security Policy Framework that reflects recognised information security principles, including access management, data protection, device security, incident reporting and change management. The framework was originally developed with reference to ISO 27001 control principles and is maintained internally by the IT function.

Major clients

St John Ambulance WA, Silverchain, Minderoo Foundation, Budget Direct, RSPCA, Lotterywest, The Push Up Challenge, Australian Trade and Investment Commission.

Local economic participation, and community objectives

303 supports WA economic and community outcomes by:

- Delivering core media services from our Perth team.
- Creating local roles, internships and mentoring opportunities as work grows.
- Building WA capability across media, digital, programmatic, data and analytics.
- Working with WA suppliers, regional media and diverse businesses.
- Engaging Aboriginal-owned businesses, media partners, cultural consultants and talent where relevant, with specific targets.
- Planning Aboriginal audience activity with cultural respect, local knowledge and community context, with specific targets.
- Tracking local supplier spend, regional investment and diverse supplier engagement.

This ensures campaign investment supports WA jobs, Aboriginal participation, regional communities and the broader WA communications industry.

Delivery point

All of State

Initiative Media Australia Pty Ltd (Initiative)

ACN: 002 765 460

ABN: 85 002 765 460

Categories

Category C – Non-campaign Advertising

Contact information

Contact Person: Judi van Omme (General Manager)

Telephone: (08) 6282 4700 **Mobile:** 0427 393 036

Email: judi.van-omme@omc.com

Website: www.initiative.com

Postal Address: 146 Colin Street, WEST PERTH WA 6005

Orders Via: Online booking portal OBS Central - <https://wagov.central-app.mediabrands.com.au>

Hours: 8.00am to 4.00pm Monday to Friday

Additional Information:

Invoices and Payments:

Contact Person: Kristina Nikolovski – AR & Billing Team Leader

Telephone: (02) 8372 2254 **Mobile:** N/A

Email: Accounts.Receivable@interpublic.com.au

Payments via P-Card are accepted and via our secure online portal - <https://initiativemedia.hpp.tillpayments.com> a bank instigated merchant fee does apply however will be removed from 1st October 2026 as per the Reserve Bank of Australia ruling.

About us

Initiative manages all WA Government non-campaign advertising through OBS Central, a purpose-built platform that has streamlined government non-campaign advertising since 2018. What once required multiple stages, approvals, and manual processes now happens with just a few clicks improving collaboration between Initiative and WA Government departments.

Central was developed specifically for government non-campaign needs and is the trusted system and platform of record for all Federal, ACT, and WA Government non-campaign work, supporting 632 users across 117 WA government departments and agencies, processing an average of 412 separate jobs generating 664 individual media bookings monthly.

Skills, experience and services

Graphic Design work for building of Category C advertising.

Industry partners or affiliations

Initiative is a part of Omnicom.

Industry certifications and/or qualifications

Description	Level/Type	Acquired since
ISO/IEC 27001 - provides a systematic, risk-based framework to help organisations protect sensitive data & minimize cyber risks	Certificate	(12/24)
Google Ads Certifications in Search, Display, Video (YouTube), Shopping, and Apps	Certificate	Annually
Google Certification in Google Analytics (GA4)	Certificate	Annually
Meta Blueprint	Qualification	Annually
Media Federation Australia (MFA) Digital Foundations Cert I & II	Certificate	Annually
Media Federation Australia (MFA) Television Foundations & How to buy TV	Certificate	Annually

Major clients

WA Government, Wesfarmers (Kleenheat)

Local economic participation, and community objectives

We strive to be a great corporate citizen to build a better Western Australia

- Annual Telethon Volunteering to drive scale, visitation & donations
- Advertising Council Australia members
- Advertising Council Australia Jumpstart annual training for graduates
- Commitment to jobs in WA

Delivery point

All of State

Longreach Consulting Pty Ltd (Longreach Media)

ACN: 628 333 979

ABN: 25 628 333 979

Categories:

Category A – Media Strategy and Trading (Campaign)

Contact information

Contact Person: Angela Nutton

Mobile: 0402 984 467

Email: angela@longreachmedia.com.au

Website: <https://www.longreachmedia.com.au/>

Postal Address: L2, 369 Newcastle St, Northbridge WA 6003

Orders Via: Email or phone

Hours: 8.30am to 5.30pm Monday to Friday

Additional Information:

Invoices and Payments:

Contact Person: Angela Nutton

Telephone: N/A **Mobile:** 0402 984 467

Email: angela@longreachmedia.com.au

About us

Longreach Media is an independently owned and operated Western Australian media agency based in Northbridge, Perth, providing end-to-end media strategy, planning and buying services across traditional and digital channels.

As a proudly independent WA agency, we take a tailored approach to every client engagement. We work collaboratively with our clients' preferred creative agency, providing objective media expertise and the flexibility to assemble the right team for every project.

We combine strategic thinking with hands-on delivery to help organisations connect with the right audiences through effective, evidence-based media solutions. Our team manages the full media lifecycle, from audience research and channel strategy through to negotiation, campaign delivery, optimisation, reporting and performance measurement.

With senior staff who have extensive experience delivering campaigns for Western Australian Government agencies, we understand the governance, procurement and accountability requirements of the public sector.

We pride ourselves on providing independent advice, transparent buying practices, and exceptional client service, helping clients maximise the impact of every media investment while delivering value for money.

Skills, experience and services

Longreach Media provides end-to-end media strategy, planning and buying services across Western Australia, with services including (but not limited to):

- Integrated media strategy and communications planning
- Audience research and market analysis
- Traditional media buying, including television, radio, out-of-home and print
- Digital media buying, including programmatic display, video, paid search and paid social
- Performance marketing and conversion optimisation
- Campaign measurement, analytics and attribution
- Reporting dashboards and media performance insights
- SEO and owned media guidance
- Media negotiation and campaign management across all channels

Our experience spans Government, health, education, local government, not-for-profit and commercial organisations, with extensive experience delivering campaigns that meet public sector governance and reporting requirements.

Industry partners or affiliations

Independent Media Agencies Australia (IMAA)

Major clients

Longreach Media works across WA Government agencies, higher education institutions, health organisations, local governments, not-for-profit organisations and leading WA and national commercial businesses, delivering multi-channel integrated campaigns driving awareness, behaviour change, public information and performance outcomes.

Local economic participation, and community objectives

Local economic participation

As a proudly Western Australian owned and operated business, Longreach Media retains investment, employment and expertise within the State. We employ local people, engage WA suppliers and subcontractors wherever practical, and maintain strong partnerships with Western Australian media organisations and industry partners.

Community objectives

Longreach Media is committed to creating long-term community benefit through Aboriginal engagement, internships and skills development, support for community organisations, and initiatives that strengthen capability and innovation across Western Australia.

Delivery point

All of State

Optimum Media Decisions (WA) Pty Ltd (OMD WA)

ACN: 009 260 495

ABN: 89 009 260 495

Categories

Category A – Media Strategy and Trading (Campaign)

Contact information

Contact Person: Jodie Traynor

Telephone: (08) 6280 2059 **Mobile:** 0409 689 755

Email: Jodie.traynor@omc.com

Website: <https://www.omdwa.com.au/>

Postal Address: Ground level, 146 Colin Street, West Perth WA 6005

Orders Via: Email (preferred) omdwa@omnicomgroup.com, online at cua.omdwa.com.au

Hours: 8.30am to 5.00pm Monday to Friday

Additional Information:

Invoices and Payments:

Contact Person: Courtney Mitchell

Telephone: (08) 6280 2032 **Mobile:** N/A

Email: accounts@marketforce.com.au

About us

At OMD WA, our guiding philosophy is **Performance with Integrity**.

Our service is focused on delivering results for our clients while maintaining the highest ethical standards.

We are Perth's most experienced media team. The OMD WA team has over 300 years of combined industry experience which includes leadership roles in national and international markets and over a century of working for WA Government clients.

The OMD Network which is the industry's leading media agency network. We are the largest buyer of media globally and in Australia and West Australia. Thanks to our buying power, combined with our unique planning & trading technologies and techniques, we unlock greater media value for our clients, helping to deliver a *real-competitive advantage* from their marketing investments.

Skills, experience and services

Media Services: Full media and marketing communications services including, campaign strategy, media planning, media buying, research & consultancy, full-digital spectrum capabilities including programmatic, social, search, agentic search, display, marketing automation, CRM, econometrics, Media Mix Modelling, marketing technology orchestration and consultancy, and content creation.

Industry partners or affiliations

Advertising Council of Australia, CEO's for Gender Equity, Committee for Perth, Australian Marketing Institute, Young Bloods, Media Federation of Australia. Google, Amazon, Facebook etc.

Industry certifications and/or qualifications

Description	Level/Type	Acquired since
ISO/IEC 27001:2022 Optimum Media Decisions (WA) Pty Ltd	N/A	(04/25)

Major clients

Cancer Council WA, Mental Health Commission, ABN Group, Fremantle Dockers, City of Perth, GenU, The Fever, The Professionals, Perth Airport.

Local economic participation, and community objectives

Our mission is to ensure the service our WA clients receive is as good as or better than any equivalent agency anywhere in the world. We employ over 40 specialist roles and regularly hire new graduates and recruits into the industry.

The agency provides media support & donations, and marketing advice at no-charge to a range of West Australian NFPs and charities. In the last 12-months the value of these services and donations has exceeded \$150,000.

Over the past three years, our team's fundraising efforts in Western Australia have enabled us to directly donate more than \$20,000 to local charities, with funds going to the Cancer Council WA, Ronald McDonald House Charities WA, GenU (formerly Activ Foundation), FTT (supporting WA athletes with disabilities), and many other WA causes.

Beyond our direct financial contributions, we have secured over \$130,000 in free media space including \$30,000 of TV inventory for the CEOs for Gender Equity and more than \$100,000 of media inventory for the Cancer Council WA.

Every OMD WA team member is allowed to take an additional day's leave on full pay to work in a WA charity or good cause of their choice. The value of this time is currently worth \$9,427 a year. The strength of our business helps keep marketing spend within the state, directly contributing to WA's economic activity and media ecosystem, that helps to diversify and grow our local economy.

Delivery point

All of State

The Brand Agency Pty Ltd (The Brand Agency)

ACN: 052 451 420

ABN: 40 052 451 420

Categories

Category A – Media Strategy and Trading (Campaign)

Contact information

Contact Person: Luke Marsala

Mobile: 0404 399 161

Email: mediacua@thebrandagency.co

Website: <https://www.brandagency.com.au/>

Postal Address: 2/556 Wellington St, Perth WA 6000

Orders Via: mediacua@thebrandagency.co

Hours: 8.30am to 5.30pm Monday to Friday

Invoices and Payments:

Contact Person: Anne Deeplaul

Telephone: 08 93224433 **Mobile:** 0433124494

Email: accounts@thebrandagency.co

About us

The Brand Agency's media team delivers a full suite of media services across strategy, planning, offline buying, and specialised digital disciplines. Powered by WPP Media, we combine secure, AI-advanced global technology with strong local scale and expertise across the full breadth of our media services.

Our local footprint and team structure allow us to manage all services, inclusive of programmatic buying, in-house in Perth, ensuring we deliver real-time optimisation and tight data security for brands.

Skills, experience and services

Audience insights, Media strategy, Media planning and buying, Digital and programmatic advertising, Paid media trading, Owned, earned and shared media ideation, Analytics, tracking and reporting, Campaign optimisation, Paid search (SEM), Post campaign reporting

Major clients

RAC, Racing and Wagering WA, Western Power, Containers for Change, MSWA, Woodside, Development WA, HIF, Water Corporation.

Local economic participation, and community objectives

At The Brand Agency, we are committed to delivering tangible economic and community outcomes for WA and the people of our great state. This is not an add on to our business, it's built into our reason for being. This is evidenced by:

- Currently employ more West Australians than any other WA agency improving the skills network of locally grown talent.
- Employing local talent for specialised roles in HR, Finance, and IT, with permanent roles held locally in our Perth office to ensure integration and local support for our team.
- We ensure staff are educated and have respect for appropriate cultural sensitivity to the traditional owners of the land in which we work, play and live.
- We're proud to be a contributor to the development and implementation of our WPP RAP.
- Our commitment to only working with local, WA based, subcontractors (if required to deliver the contract).
- Our commitment to working with local media representatives for media planning and buying.

Delivery point

All of State