

## Senate Community Affairs Legislation Committee

### BUDGET ESTIMATES – 1 JUNE 2017 ANSWER TO QUESTION ON NOTICE

#### Department of Human Services

**Topic:** Market Research

**Question reference number:** HS 22 (SQ17-000103)

**Senator:** Farrell

**Type of question:** Written

**Date set by the committee for the return of answer:** 21 July 2017

**Number of pages:** 5

#### **Question:**

- a) For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?
- b) For each contract for market research in 2016/2017, can you please provide:
  - 1) the subject of the market research;
  - 2) the supplier;
  - 3) whether the supplier has been engaged previously and if so, for which contracts;
  - 4) the total value of the contract;
  - 5) the term of the contract (time);
  - 6) the date that the decision was taken to seek market research on the topic;
  - 7) the date the contract was opened to tender or selection process;
  - 8) the date the supplier was engaged;
  - 9) whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
  - 10) does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
  - 11) whether the Minister, or the Minister's Office, requested that the research be conducted;
  - 12) whether the Minister approved the decision to conduct market research;
  - 13) whether the Minister approved the contract with the supplier;
  - 14) whether the Minister or the Minister's office was consulted on questions asked;
  - 15) whether the Minister or the Minister's office received a copy of the market research;
  - 16) if the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
  - 17) if the decision to conduct research was initiated by the department or agency, did the Minister or their office make any amendments or changes to the Department's

proposal for market research to be conducted, if so, what changes and to what aspects were they made;

- 18) at any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- 19) at any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- 20) at any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- 21) at any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- 22) Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

**Answer:**

- a) The Department spent \$2,090,064.74 including GST on market research contracts for the 2016-17 Financial Year.
- b) Details for each of the seven contracts for market research in 2016-17 are provided in the table below.

	<b>Contract Reference: AusTender CN3392218</b>
1)	To test and refine departmental business as usual communication.
2)	Instinct and Reason Pty Ltd
3)	No
4)	\$145,000.00
5)	1 November 2016 to 30 June 2017
6)	21 October 2016
7)	24 October 2016
8)	14 November 2016
9)	Open Tender
10)	Yes. The supplier was added to the panel on 26 November 2012.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	Yes, the number of rounds of research was increased following initial findings. The value was changed through a variation to the contract.
21)	Yes, the scope was increased to accommodate additional rounds of research.
22)	No
	<b>Contract Reference: AusTender CN3414258</b>
1)	Website redesign and related topics.
2)	Colmar Brunton Pty Ltd
3)	No
4)	\$109,890.00
5)	22 March to 30 June 2017
6)	3 March 2017

7)	8 March 2017
8)	22 March 2017
9)	Open Tender
10)	Yes. The supplier was added to the panel on 26 November 2012.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	Yes, the Digital Transformation Agency were involved as a stakeholder in the website redesign project.
19)	No
20)	Yes, the scale and scope were increased to accommodate related planned brand research rather than commissioning a discrete project. The value was changed via a variation to the contract.
21)	Yes, the scope was increased to accommodate related planned brand research.
22)	No
	<b>Contract Reference: AusTender CN3427431</b>
1)	Compliance operations.
2)	Instinct and Reason Pty Ltd
3)	Yes. AusTender CN3392218. To test and refine departmental business as usual communication.
4)	\$37,400.00
5)	25 May to 30 June 2017
6)	10 May 2017
7)	11 May 2017
8)	22 May 2017
9)	Open Tender
10)	Yes. The supplier was added to the panel on 26 November 2012.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	Yes, the value of the contract was increased to accommodate additional online market research participants. The value was changed through a variation to the contract.
21)	No
22)	No
	<b>Contract Reference: AusTender CN742681</b>
1)	To conduct satisfaction surveys.
2)	DBM Consultants Pty Ltd
3)	No
4)	\$7,981,144.60
5)	10 July 2012 to 31 July 2017

6)	16 January 2012
7)	9 March 2012
8)	10 July 2012
9)	Open Tender
10)	The supplier was not contracted through a pre-approved list for this contract.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	No
21)	No
22)	No
	<b>Contract Reference: AusTender CN3401984</b>
1)	To gather data on the satisfaction with services offered, use of equipment and awareness of Agents and Access Points for Indigenous customers.
2)	Social Compass
3)	No
4)	\$119,350.00
5)	23 January to 30 June 2017
6)	2 December 2016
7)	2 December 2016
8)	23 January 2017
9)	Limited Tender
10)	The supplier was not contracted through a pre-approved list for this contract.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	No
21)	No
22)	Yes - customer satisfaction research in remote Agents and Access Points. Conducted every two years. 2015 conducted by Colmar Brunton Pty Ltd, 2017 conducted by Social Compass (consistent with Commonwealth Indigenous Procurement Policy and Commonwealth Procurement Rules).
	<b>Contract Reference: AusTender CN3398431</b>
1)	To support the First Principles Review of Financial Information Service.
2)	Colmar Brunton Pty Ltd
3)	Yes. AusTender CN3414258. To inform the website redesign and explore related brand implications.
4)	\$70,000.00

5)	19 December to 30 June 2017
6)	30 November 2016
7)	30 November 2016
8)	19 December 2017
9)	Open Tender
10)	Yes. The supplier was added to the panel on 26 November 2012.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	No
21)	No
22)	No
	<b>Contract Reference: AusTender CN3407342</b>
1)	Digital services support tools research.
2)	Bastion Latitude
3)	No
4)	\$44,000.00
5)	13 February to 30 June 2017
6)	20 January 2017
7)	20 January 2017
8)	13 February 2017
9)	Open Tender
10)	Yes. The supplier was added to the panel on 26 November 2012.
11)	No
12)	No
13)	No
14)	No
15)	No
16)	No
17)	No
18)	No
19)	No
20)	No
21)	No
22)	No