

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2017-2018 Budget Estimates Hearings

Outcome: National Disability Insurance Agency

Question No: NDIA SQ17-000080

Topic: Contracts on Market Research

Hansard Page: Written

Senator Farrell, Don asked:

For the 2016-17 financial year, what was the total amount spent by the NDIA on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- 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);
- If the decision to conduct research was initiated by the department or agency, did 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;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

Answer:

The total spend on research in 2016-17 was \$272,180 (GST exclusive).

In 2016-17 research was undertaken on behalf of the National Disability Insurance Agency (NDIA) by 89 Degrees East. 89 Degrees East was selected in a competitive tender process to deliver communications services for the NDIA in February 2014, with a contract extension in June 2015 for a further 18 months. In January 2017, 89 Degrees East was selected through a competitive tender process to undertake communication activities for twelve months to 31 December 2017.

In May 2016, 89 Degrees East sub-contracted Crosby Textor to undertake research into how NDIA might better use technologies and digital platforms in communications at a cost of \$125,780 (GST exclusive). The work was completed in November 2016.

In April 2017, 89 Degrees East sub-contracted Arc Research to undertake research into the accessibility of National Disability Insurance Scheme information products and materials and the effectiveness of online forum methodology to increase the ability of people with a range of disabilities to contribute their experience and opinions at a cost of \$146,400 (GST exclusive). This work will be completed by the end of 2017.

Neither the Prime Minister or any portfolio Ministers or their offices had any involvement in the decision to undertake market research, the firms chosen for the market research, the questions asked or the methodology, or received copies of the research.