

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2016**

**Communications Portfolio**

**nbn**

**Question No: 228(f)**

**nbn**

**Hansard Ref: Written 19/2/2016**

**Topic: Market Research**

**Senator Ludwig, Joe asked:**

Since the change of Prime Minister on 14 September, 2015:

1. List any market research conducted by the department/agency:
  - (a) List the total cost of this research
  - (b) List each item of expenditure and cost, broken down by division and program
  - (c) Who conducted the research?
  - (d) How were they identified?
  - (e) Where was the research conducted?
  - (f) In what way was the research conducted?
  - (g) Were focus groups, round tables or other forms of research tools used?
  - (h) How were participants for these focus groups et al selected?
  - (i) How was the firm or individual that conducted the review selected?
  - (j) What input did the Minister have?
  - (k) How was it approved?
  - (l) Were other firms or individuals considered? If yes, please detail.

**Answer:**

(a)-(i). + (l). The total cost of end user market research nbn completed between 14 September 2015 and 19 February 2016 was \$790,738.35 (ex-GST).

<i>Item/ Program (b)</i>	<i>NBN Co Division (b)</i>	<i>Cost ex- GST (b)</i>	<i>Research Agency (c)</i>	<i>Research Agency Identification and consideration of other firms/ individuals (d &amp; l)</i>	<i>Research Location/s (e)</i>	<i>Methodology (f&amp;g&amp;h)</i>	<i>Participant Selection (i)</i>
HFC End User Pilot Study	nbn Customer & Commercial	\$47,916.63	Studio Thick	Through Request for Quote (RFQ) process with other firms considered through process	Redcliffe, QLD	Mixture of qualitative & quantitative research	Research agencies recruited participants based on research objectives.
End User Public Information on Migration (PIM) Quarterly Tracking-	nbn Customer & Commercial	\$268,901.73	Forethought	Agency is a member of nbn's appointed market research	Australia wide	Quantitative survey using CATI (Computer	Practices were guided by

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Q1 FY16				panel.		Assisted Telephone Interviewing)	relevant industry practices and standards.
End User PIM Quarterly Tracking- Q2 FY16	nbn Customer & Commercial	\$234,749.01	Forethought	No other firms considered.	Australia wide	Quantitative survey using CATI	

<i>Item/ Program (b)</i>	<i>NBN Co Division (b)</i>	<i>Cost ex- GST (b)</i>	<i>Research Agency (c)</i>	<i>Research Agency Identification (d)</i>	<i>Research Location/s (e)</i>	<i>Methodology (f&amp;g&amp;h)</i>	<i>Participant Selection (i)</i>
nbn Website Research	nbn Customer & Commercial	\$47,800.00	Evolve Research & Consulting		Australia wide	Quantitative survey online	
End User Installation & Product Experience Tracking	nbn Customer & Commercial	\$97,820.98	Evolve Research & Consulting		Australia wide	Quantitative survey via SMS & online	
Experiential Activity Research	nbn Customer & Commercial	\$6,050.00	Evolve Research & Consulting	Agency is a member of nbn's appointed market research panel.	Various activity locations in QLD, VIC & NSW	Quantitative survey self-completed at location	Research agencies recruited participants based on research objectives.  Practices were guided by relevant industry practices and standards.
Telehealth Benefit Research	nbn Customer & Commercial	\$28,725	Colmar Brunton	No other firms considered.	Australia wide	Quantitative survey online	
Education Benefit Research	nbn Customer & Commercial	\$21,500	Colmar Brunton		Australia wide	Quantitative survey online	
E-change Benefit Research	nbn Customer & Commercial	\$19,000	Colmar Brunton		Australia wide	Quantitative survey online	
Migration Readiness Research	nbn Customer & Commercial	\$18,275	Evolve Research & Consulting		Australia wide	Quantitative survey online	

(j) & (k): Ministerial input or approval is not required for the nbn research projects listed above.