

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2016
Communications Portfolio
Australian Film Television and Radio School

Question No: 228(h)

Australian Film Television and Radio School

Hansard Ref: Written, 19/02/2016

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:

1. Industrial Strength: Skills Survey

- a. \$9800 costs to date. Total cost cannot be provided as research not yet complete.
- b. To attempt to provide the level of information requested would require an unreasonable diversion of resources.
- c. SARA: Screen Audience Research Australia
- d. Desk review of suppliers
- e. Desk review of suppliers, online and face to face focus groups
- f. Relevant industry providers, online survey and focus groups in progress
- g. Yes - in initial stages
- h. Industry Guild referral
- i. Desk review of suppliers, known specialist in this industry and field
- j. Not applicable
- k. CEO
- l. No.