

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Bundanon Trust

Question No: 228(i)

Bundanon Trust

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. Siteworks Attendee Survey
Resident Artists Feedback Forms
 - (a) NIL Cost
 - (b) N/A
 - (c) In-House
 - (d) Main site and online
 - (e) Customers carried out research
 - (f) Online & paper survey at Siteworks event
 - (g) No
 - (h) Customers – random
 - (i) N/A
 - (j) NIL
 - (k) Internal
 - (l) No