

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2016
Communications Portfolio
Creative Partnerships Australia

Question No: 228(j)

Creative Partnerships Australia
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. Creative Partnerships has not conducted any market research in the period 14 Sep to 29 Feb.
 - a) Not Applicable
 - b) Not Applicable
 - c) Not Applicable
 - d) Not Applicable
 - e) Not Applicable
 - f) Not Applicable
 - g) Not Applicable
 - h) Not Applicable

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- i) Not Applicable
- j) Not Applicable
- k) Not Applicable
- l) Not Applicable