

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

National Collecting Institutions

Question No: 228(k)

National Collecting Institutions

Hansard Ref: Written, 19/02/2016

Topic: Market Research

Senator Ludwig, Joe asked:

National Cultural Institutions

- Australian National Maritime Museum
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- The Museum of Australian Democracy

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.

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Answer:

Australian National Maritime Museum

1. The response to this question is set out in the table below. The response covers the period 14 September, 2015 to 19 February 2016.

In relation to question:

- (b) ANMM does not report at the division or program level. The expenditure is reported on a project basis.
- (d) and (i) all external providers were sourced in accordance with the ANMM procurement policy and from the panel of preferred suppliers.
- (j) the Minister had no input into this market research.
- (k) all expenditure was approved by ANMM officers with appropriate financial delegation

Australian National Maritime Museum	(a)	(b)	(c)	(e)	(f)	(g)	(h)
Shackleton: Escape from Antarctica	\$5,086	\$4,950 – research consultant \$136 – catering	Strategy 8 Consulting	Australian National Maritime Museum, Sydney	Exit survey (self-complete)	Yes	A combination of self-selection and random sample
Master planning research	\$14,900	\$10,000 participant recruitment \$400 catering \$4500 consultant	Dr Lynda Kelly (ANMM staff) and Nosey Parker (external consultant)	Australian National Maritime Museum, Sydney	Focus groups with key audience segments, teachers, members and volunteers	Yes	Using a specialist recruitment company and in accordance with market research protocols
Action Stations Remedial Research	\$7,500	\$2,000 surveyor / tracking study \$2,000 data entry and analysis \$3,500 contractor	Dr Lynda Kelly (ANMM staff), contract surveyor and contract interviewer	Australian National Maritime Museum, Sydney	Intercept survey (self-complete), general visitor observation, accompanied visits	Qualitative survey tool plus tracking form and accompanied visits with detailed interview guide pre and post visit	Participants were randomly sampled. Accompanied visits were mixture of adult members, families and other adult groups recruited via a snowball sample method
TOTAL	\$27,486						

National Film and Sound Archive

1. Nil.

National Gallery of Australia

1. Nil.

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National Library of Australia

1. Nil.

National Museum of Australia

1. Nil.

National Portrait Gallery

1. Nil.

The Museum of Australian Democracy

1. Evaluation of two exhibitions:
 - (a) \$17,000 excluding GST.
 - (b) \$5,000 excluding GST evaluation of Floriade Play UP pop-up and \$12,000 excluding GST evaluation of Power of 1 exhibition.
 - (c) Instinct & Reason.
 - (d) Limited RFQ.
 - (e) Play Up evaluation at Floriade, Canberra and Power of 1 evaluation at Old Parliament House, Canberra.
 - (f) Play UP: exit surveys, Power of 1: focus group testing.
 - (g) Yes for Power of 1 exhibition evaluation.
 - (h) From visitors who had previously participated in an exit survey at Old Parliament House and from research agency's database of people who were visitors of cultural attractions in general.
 - (i) Through an RFQ process.
 - (j) None.
 - (k) Via a purchase order signed by the relevant financial delegate.
 - (l) Yes, Open Mind and Colmar Brunton.