

**Senate Standing Committee on Environment and Communications
Legislation Committee**
Answers to questions on notice
Environment portfolio

Question No: 182
Hearing: Additional Estimates
Outcome: Corporate
Programme: Policy Analysis and Implementation (PAAI)
Topic: Market Research
Hansard Page: N/A
Question Date: 19 February 2016
Question Type: Written

Senator Ludwig 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:

Department of the Environment

- a) Total Cost: \$104,160 (GST Inclusive)
- b)

Commonwealth Environmental Water Office	\$16,600 (GST Inclusive).
Emissions Reduction Fund Division	\$87,560 (GST Inclusive).
- c)

Commonwealth Environmental Water Office	Marsden Jacob Associates.
Emissions Reduction Fund Division	JWS Research Pty Ltd.

- d)
- | | |
|---|--|
| Commonwealth Environmental Water Office | The provider was engaged using the Department's Environmental Research and Analysis Panel. |
| Emissions Reduction Fund Division | The provider was engaged using a multi-use list. |
- e)
- | | |
|---|--|
| Commonwealth Environmental Water Office | Water market intermediaries (brokers) operating across the Murray-Darling Basin. |
| Emissions Reduction Fund Division | The research was conducted across Australia. |
- f)
- | | |
|---|--|
| Commonwealth Environmental Water Office | The research included telephone interviews, data analysis and modelling. |
| Emissions Reduction Fund Division | The research was conducted using focus groups and an online survey. |
- g)
- | | |
|---|---|
| Commonwealth Environmental Water Office | Telephone interviews were conducted with water market intermediaries (brokers) with knowledge of the water allocation market. |
| Emissions Reduction Fund Division | The research was conducted using focus groups and an online survey. |
- h)
- | | |
|---|---|
| Commonwealth Environmental Water Office | Brokers were selected by the research firm from publicly available information. |
| Emissions Reduction Fund Division | Participants were recruited by an independent research company. |
- i)
- | | |
|---|---|
| Commonwealth Environmental Water Office | Selected from the Department's Environmental Research and Analysis Panel. |
| Emissions Reduction Fund Division | Select tender. |
- j) Nil.
- k)
- | | |
|---|--|
| Commonwealth Environmental Water Office | PGPA approval S23(3) and 23(1). |
| Emissions Reduction Fund Division | The purchase was approved by an appropriate Department delegate. |

- l)
- | | |
|---|---|
| Commonwealth Environmental Water Office | The firm that best addressed the research needs was selected from among those firms listed on the Department's Environmental Research and Analysis Panel. |
| Emissions Reduction Fund Division | Yes. It is not normal practice to disclose the details of unsuccessful tenderers. |

Director of National Parks

- a) \$29,150.
- b) Communications Audit for Kakadu National Park.
- c) Essential Media Communications.
- d) Company already undertaking similar work.
- e) Australia-wide.
- f) Telephone survey and individual stakeholder discussions.
- g) Omnibus survey and telephone discussions.
- h) Participants were recruited by the independent research company.
- i) Sole supplier.
- j) None.
- k) By the Director of National Parks.
- l) No.

Clean Energy Regulator

- a) – l) Nil

Note: Each year the Clean Energy Regulator undertakes a client survey to measure the effectiveness of our communication channels, perceptions of the agency and regulatory burden. As listed on AusTender, the Clean Energy Regulator entered into a contract with ORIMA Research for research services for the next two years. The value of the contract is \$79,720 (including GST) and the contract period is 1 August 2015 to 31 December 2016.

Bureau of Meteorology

- a) Nil (research conducted in-house by Bureau staff).
- b) Improving Water Information Programme User Survey: 2015.
- c) Communication Section staff.
- d) In-house skills negated the need to source an external provider.
- e) Across Australia.
- f) Online email subscriber survey.
- g) No.

- h) Respondents self-selected in response to an email invitation.
- i) Not applicable.
- j) None.
- k) Director of Meteorology.
- l) No.

Sydney Harbour Federation Trust

- a) \$40,250.
- b) Agency fees (\$35,050) and data entry (\$5200).
- c) AMR Australia.
- d) Through a research and procurement process.
- e) The research is being conducted on Cockatoo Island. AMR are a qualified research agency who are assisting the Harbour Trust to gather feedback from overnight and day visitors.
- f) Via paper surveys, iPad surveys and online.
- g) No.
- h) Not applicable.
- i) Through a procurement process that involved comparing cost, experience and a response to a brief provided.
- j) Nil.
- k) Through Sydney Harbour Federation Trust operational delegations.
- l) Yes, two other suppliers were considered as part of the procurement process: iView and Newgate Communications.

Clean Energy Finance Corporation

The CEFC is involved in investments which are exposed to a range of markets. As part of its due diligence processes, the CEFC often commissions research when undertaking investments. Most of this research is paid for and owned by the project proponent and not the CEFC. The CEFC does not catalogue information of the type requested in relation to market research that is owned by others.

From time to time the CEFC commissions its own market research to better understand market dynamics in a particular sector. The CEFC is not required by the AASB standards or the Finance Reporting Rule to account for this type of purchase as a separate line item in the accounts. It is difficult to identify such purchases because this would involve a manual rechecking of all invoices in the period. Attempting to collect this information would present an unnecessary diversion of public resources.

- a) – f). See above.

g) – h). The CEFC commissions price-related research in credit markets, commodity markets, energy markets and assets or market share research across an industry sector or sub-sector to support its due diligence in investment decision making. While a broad range of methodologies may be used, the CEFC has not used focus groups and round tables.

i) – l). Not applicable.

Australian Renewable Energy Agency

No market research was conducted by the Australian Renewable Energy Agency during this period.

Climate Change Authority

No market research was conducted by the Climate Change Authority during this period.

Great Barrier Reef Marine Park Authority

No market research was conducted by the Great Barrier Reef Marine Park Authority during this period.