

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates February 2017

Communications Portfolio

Department of Communications and the Arts

Question No: 42

Department of Communications and the Arts

Hansard Ref: Written, 10/03/2017

Topic: Market research

Senator Bilyk, Catryna asked:

1. How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
 - (a) What was the purpose of this market research?
 - (b) Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

1. The Department spent \$64,221.41 (GST inclusive) on market research in 2016. This amount includes contractor and travel expenses associated with the market research.

2.

Austender contract notice number	Supplier	Purpose	Relationship to an advertising or information campaign
CN3355157	Quality online research	Explore views of the Australian public as to suitable audience's for certain commonly occurring content in films and computer games.	Nil
CN3331569	The Knowledge Warehouse	Explore usage patterns of classification ratings and information and perceptions of the classification system among Australians	Nil
CN3348997	Online Research Unit	Explore usage patterns of classification ratings and information and perceptions of the classification system among Australians	Nil