

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2014
Communications Portfolio
Australia Post

Question No: 222

Program No: Australia Post

Hansard Ref: In Writing

Topic: Market Research

Senator Ludwig asked:

List any market research conducted by the Department/Agency since 25 February 2014:

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?

Answer:

- 1-8. The specific details sought about market research activities across the entire corporation are not captured on any central database or are commercial-in-confidence. As such, Australia Post is not in a position to provide the information requested.