

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Office of the Children's eSafety Commissioner

Question No: 276(e)

Office of the Children's eSafety Commissioner

Hansard Ref: Written, 01/06/2017

Topic: Market research

Senator Farrell, Don asked:

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?

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- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?

Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

Answer:

As at 9 June 2017, the total amount spent on market research for the 2016-17 financial year was \$497,138.67.

Specific information in relation to each contract is detailed below.

Subject	Supplier	Has the supplier previously been engaged	The total value of the contract in 2016/17	Term of the contract	Date of the decision to seek market research	Date the contract opened	Date the supplier was engaged	Tender process - full, partial or closed	Pre-approved supplier	Requested by the Minister or their office	Did the Minister or their Office approve decision to conduct market research	Did the Minister or their Office approve contract with supplier	Was the Minister or their Office consulted on questions asked	Did the Minister or their Office receive a copy of the market research	If the research decision was initiated by the Department was the Minister or their Office consulted before proceeding	If research decision was initiated by the Department, did the Minister or their Office make changes to the proposal	At any stage were other agencies consulted	At any time were other Minister's or the Prime Minister consulted	Did the expected cost change	Did the scope, question or supplier change	Have any topics of market research been conducted and then conducted again by the same or different supplier
Social cohesion	Deakin University	No	\$38,500.00	2 months	29/07/2016	29/07/2016	19/8/2016	Partial	No	No	No	No	No	No	N/a	N/a	Yes	No	No	No	No
	OmniPoll Pty Ltd	No	\$200,090.00	5 months	1/09/2016	23/9/2016	11/10/2016	Full	No	No	No	No	No	No	N/a	N/a	Yes	No	No	No	No
Cyberbullying	Little Triggers Pty Ltd	No	\$62,140.00	4 months	8/11/2016	8/11/2016	28/02/2017	Partial	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No
Image-based abuse	Royal Melbourne Institute of Technology	No	\$34,623.00	4 months	1/12/2016	30/02/2017	6/04/2017	Partial	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No
	The Social Research Centre Pty Ltd	No	\$206,432.00	6 months	20/12/2016	20/12/2016	27/02/2017	Full	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No
Digital Literacy for Older Australian's	Ipsos Pty Ltd	No	\$5,500.00	6 months	20/03/2017	21/03/2017	5/5/2017	Full	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No
	Gillian Marie Boulton-Lewis	No	\$25,368.65	3 months	21/02/2017	21/02/2017	10/3/2017	Partial	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No
	Action Market Research P/L	No	\$19,580.00	1 month	7/04/2017	7/04/2017	20/4/2017	Partial	No	No	No	No	No	No	N/a	N/a	No	No	No	No	No