

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates May 2017**

**Communications Portfolio**

**Australian Film Television and Radio School**

**Question No: 276(i)**

**Australian Film Television and Radio School**

**Hansard Ref: Written, 01/06/2017**

**Topic: Market Research**

**Senator Farrell, Don asked:**

1. 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:

- (a) The subject of the market research;
- (b) The supplier;
- (c) Whether the supplier has been engaged previously and if so, for which contracts;
- (d) The total value of the contract;
- (e) The term of the contract (time);
- (f) The date that the decision was taken to seek market research on the topic;
- (g) The date the contract was opened to tender or selection process;
- (h) The date the supplier was engaged;
- (i) Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- (j) Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- (k) Whether the Minister, or the Minister's Office, requested that the research be conducted;
- (l) Whether the Minister approved the decision to conduct market research;
- (m) Whether the Minister approved the contract with the supplier;
- (n) Whether the Minister or the Minister's office was consulted on questions asked;
- (o) Whether the Minister or the Minister's office received a copy of the market research;
- (p) 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);
- (q) 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;
- (r) At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- (s) At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- (t) At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- (u) At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- (v) Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

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**Answer:**

1. \$6,000 + GST

(a) Australian Film Television and Radio School brand health check

(b) Screen Audience Research Australia

(c) industry skills survey and Alumni survey

(d) \$6,000 + GST

(e) Not applicable. One off survey and results analysis

(f) February 2017

(g) Not applicable

(h) February 2017

(i) Not applicable

(j) no

(k) no

(l) no

(m)no

(n) no

(o) no. Research is not completed yet

(p) no

(q) Not applicable

(r) no

(s) no

(t) no

(u) no

(v) no