

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
Australia Post

Question No: 88

Australia Post

Hansard Ref: Written, 07/06/2017

Topic: Market research

Senator Urquhart, Anne asked:

1. How much did Australia Post spend on market research in calendar year 2016 (GST inclusive)?
 - (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. Australia Post spent approximately \$2.4 million (GST inclusive) on market research in calendar year 2016.
 - (a) The purpose of market research is to provide internal teams with the necessary knowledge to better understand the markets in which Australia Post operates and, in turn, to help those teams deliver products and services in the most effective manner.
 - (b) Yes – a proportion of the amount spent on market research related to advertising or information campaigns. Some of the large related campaigns undertaken during calendar year 2016 were the MyPost Small Business launch, the Collect@Post campaign and our Christmas campaign.