

**Senate Standing Committee on Environment and Communications
Legislation Committee**

Answers to questions on notice
Environment and Energy portfolio

Question No: 28
Hearing: Budget Estimates
Outcome: Corporate
Program: Policy Analysis and Implementation (PAAI)
Topic: Market research
Hansard Page:
Question Date: 01 June 2017
Question Type: Written

Senator Farrell 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?
- 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:

The Department is unable to provide this level of data within the timeframe set by the Committee but can advise that the Department had undertaken market research in the 2016-17 calendar year. Market research is undertaken for a variety of purposes, including to inform how best to communicate information to the Australian community. Depending on the purpose, the Department uses both partial or full selection processes, including through pre-approved supplier lists. How and when the Minister is engaged differs depending on the nature of the market research procured.

A summary of market research expenditure will be published in the Department's 2016-17 Annual Report and included in the Australian Government Advertising report prepared by the Department of Finance.