

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Supplementary Budget Estimates Hearings November 2014**

**Communications Portfolio**

**NBN Co Limited**

**Question No: 137**

**Program No. NBN Co**

**Hansard Ref: In Writing**

**Topic: Market Research**

**Senator Ludwig asked:**

Since Budget Estimates in June, 2014:

1. List any market research conducted by the department/agency:
  - a) List the total cost of this research
  - b) List each item of expenditure and cost, broken down by division and program
  - c) Who conducted the research?
  - d) How were they identified?
  - e) Where was the research conducted?
  - f) In what way was the research conducted?
  - g) Were focus groups, round tables or other forms of research tools used?
  - h) How were participants for these focus groups et al selected?
  - i) How was the firm or individual that conducted the review selected?
  - j) What input did the Minister have?
  - k) How was it approved?
  - l) Were other firms or individuals considered? If yes, please detail.

**Answer:**

1. a) The total cost of market research undertaken by NBN Co between 1 July 2014 and 30 October 2014 is \$719,724 excluding GST.
- b) to l) As per table below.

Item/ Program (b)	NBN Co Division (b)	Cost ex-GST (b)	Research Agency (c)	Research Agency ID (d&i&l)	Research Location/s (e)	Methodology (f&g)	Participant Selection (h)	Minister input and approval (j&k)
FTTB Pilot Measurement	NBN Co Product & Pricing	\$17,211*	Quantum Market Research	Agency is specialist Customer Experience researcher appointed under Master Services Agreement	Melbourne, VIC	Qualitative interviews and quantitative surveys	Research Agencies recruited participants based on research objectives. Practi ces were guided by relevant industry practices and standards.	Nil
Long Term Satellite Design Research	NBN Co Product & Pricing	\$42,306*	Fifth Quadrant		Remote and regional communities – Australia wide	Qualitative interviews, community forums, group interviews, in- home observations		Nil
Usability testing on FTTP end user equipment	NBN Co Product & Pricing	\$33,416	Fifth Quadrant		Sydney, NSW	Qualitative group discussions and one on one interviews, with usability testing		Nil

\*NB: Partial costs of project - balance accrued in different period.

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<b>Item/ Program (b)</b>	<b>NBN Co Division</b>	<b>Cost ex-GST</b>	<b>Research Agency</b>	<b>Research Agency ID</b>	<b>Research Location/s</b>	<b>Methodology</b>	<b>Participant Selection</b>	<b>Minister input and approval</b>
Consumer Sentiment and PIM (Public Information on Migration) Tracking-September Quarter	NBN Co Communications	\$327,903	Newspoll-Government & Social Research division	Agency is one of five companies appointed to the NBN Co Market Research Panel in August 2013.	Australia wide	Quantitative survey using CATI and online	Research Agencies recruited participants based on research objectives. Practices were guided by relevant industry practices and standards.	Nil
NBN Co Website Satisfaction Survey	NBN Co Communications	\$4,100	Evolve Research and Consulting		Australia wide	Quantitative survey online		Nil
Migration Communications Creative Testing	NBN Co Communications	\$51,555	Colmar Brunton		Sydney, Brisbane, Dubbo	Qualitative focus groups and depth interviews		Nil
NBN Brand Research	NBN Co Communications	\$122,880	Blaze International		Sydney, Brisbane, Ballarat, Dubbo, Alice Springs	Qualitative focus groups and depth interviews		Nil
NBN Visual Identity Research	NBN Co Communications	\$73,291	Blaze International		Sydney, Brisbane, Bendigo, Coffs Harbour	Qualitative focus groups and depth interviews		Nil
End User Experience Measurement	NBN Co Communications	\$37,060**	Evolve Research and Consulting		Australia wide	Quantitative survey by SMS and online		Nil
Local Campaign Effectiveness Study	NBN Co Communications	\$10,000	Colmar Brunton		NSW	Quantitative online survey		Nil

\*\*Estimate for period- program cost is billed annually.