

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings November 2014**  
**Communications Portfolio**  
**Australian Communications and Media Authority**

**Question No: 415**

**Program No. ACMA**

**Hansard Ref: In Writing**

**Topic: Market Research**

**Senator Ludwig asked:**

List any market research conducted by the ACMA since Budget Estimates in June 2014

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?
9. How was the firm or individual that conducted the review selected?
10. What input did the Minister have?
11. How was it approved?
12. Were other firms or individuals considered? If yes, please detail.

**Answer:**

As at 31 October 2014 the ACMA has conducted four research projects that used market research as part of the project methodology. Funding for the use of market research was allocated in the 2013/14 financial year with the research results released in the June-December 2014 period. A detailed response for each project is provided below.

**Project one: SMEs and digital communications technologies**

1. \$102,080.
2. The project was undertaken by the Strategy and Research Branch, Corporate and Research Division.
3. GfK Australia Pty Ltd.
4. The provider was selected by an open tender process.
5. The research was conducted in metropolitan and regional NSW, Victoria and South Australia.
6. The research was conducted face-to-face, via the telephone and online.
7. The research used in-depth interviews, focus groups and case studies.
8. The participants, small and medium enterprises and ICT consultants, were selected from business lists developed for market research purposes.
9. The research did not involve conducting a review.
10. The Minister did not have any input into the research.
11. The research expenditure approval was consistent with the Commonwealth Procurement Guidelines and the ACMA Management Instructions on Procurement and Contracting.
12. The following firms were also considered as part of the tender process: Woolcott, McNair Ingenuity, Colmar Brunton, Ipsos and ORC International.

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**Project two: Children's Television Viewing study**

1. \$49,466.
2. This project was undertaken by the Strategy and Research Branch, Corporate and Research Division.
3. Cudex Newspoll Pty Ltd.
4. The provider was selected from the ACMA's Social and Market Research Panel (11ACMA013). Cudex Newspoll Pty Ltd have completed the procurement process to be a member of this panel. Newspoll were selected because the use of their weekly national phone omnibus was the most cost effective way of accessing the required survey sample (e.g., parents of children under 15).
5. The research was conducted nationally.
6. The research was conducted via the telephone using a computer aided interview system as part of a regular omnibus survey.
7. No.
8. The participants, parents and carers of children aged under 15 years, were selected using random digit dialling.
9. The research did not involve conducting a review.
10. The Minister did not have any input into the research.
11. The research expenditure approval was consistent with the Commonwealth Procurement Guidelines and the ACMA Management Instructions on Procurement and Contracting.
12. No other firms were considered.

**Project three: The ACMA Annual Consumer Survey 2013–14**

1. \$124,410.
2. This project was undertaken by the Strategy and Research Branch, Corporate and Research Division.
3. Cudex Newspoll Pty Ltd.
4. The provider was selected by an open tender process.
5. The research was conducted nationally.
6. The research was conducted via the telephone using a computer aided interview system.
7. No.
8. The participants, Australians aged 18 years and over, were selected using random digit dialling.
9. The research did not involve conducting a review.
10. The Minister did not have any input into the research.
11. The research expenditure approval was consistent with the Commonwealth Procurement Guidelines and the ACMA Management Instructions on Procurement and Contracting.
12. The following firms were also considered as part of the tender process: Colmar Brunton, GfK Australia, Ipsos, Urbis and Woolcott Research.

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**Project four: Pre-test of new Cybersmart educational film resource - #GameOn**

1. \$27,390.
2. This project was undertaken by the Strategy and Research Branch, Corporate and Research Division.
3. Woolcott Research.
4. The provider was selected by an open tender process.
5. The research was conducted in metropolitan (Sydney) and regional (Dubbo) NSW.
6. The research was conducted using four focus groups with young people in Years 5 and 6 and three groups with teachers of upper primary school students.
7. Yes, the focus groups described above were the only form of research tool used.
8. The participants were selected by the research company using the criteria established at the beginning of the project (e.g., Young people in Years 5 and 6 and teachers of upper primary school students).
9. The research did not involve conducting a review.
10. The Minister did not have any input into the research.
11. The research expenditure approval was consistent with the Commonwealth Procurement Guidelines and the ACMA Management Instructions on Procurement and Contracting.
12. The following firms were also considered as part of the tender process: GfK Australia, Colmar Brunton, TNS Australia and Newspoll.