

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: TREASURY
Question: AET 3455
Topic: Market Research
Reference: written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3455. 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:

- (a) \$114,400
- (b) The expenditure was for the evaluation of the IGR campaign, which is a requirement under the Government advertising guidelines.
- (c) ORIMA Research
- (d) ORIMA participated in a select tender from the Communications Multi-Use List as per the advertising guidelines and campaign approval process
- (e) The research was conducted online nationally.
- (f) The research methodology involved an online questionnaire as well as desk research undertaken by ORIMA.
- (g) Research methodology only included an online survey.
- (h) Participants in online surveys are selected via a screening process by the research company from an accredited online research panel.
- (i) ORIMA was the successful tenderer following a tender process as per the Government advertising guidelines.

(j) Before undertaking any evaluation research of Government advertising campaigns, it is subject to standard Government approval processes.

(k) Approval to undertake the research is provided as per Government advertising approval processes.

(l) As per all Government advertising processes, consultants are engaged through a tender process in which a number of companies are invited to submit a proposal.