

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2016 - 2017

Division/Agency: Business Services Division

Question No: 60

Topic: Market research

Reference: Written

Senator: Bilyk, Catryna

Question:

1. How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

1. The Treasury spent \$386,617.00 (GST inclusive) on market research in calendar year 2016.
2. Table of contracts listed on Austender 2016:

Provider	AusTender Contract Notice Number	Publish Date	Contract Amount	Amount Spent
WhereTo Research Based Consulting	CN33440572	12 May 2016	\$364,722.00	\$187,242.00
Orima Research Pty Ltd	CN3340571	12 May 2016	\$324,720.00	\$199,375.00

3. Market research was undertaken as part of the Treasury's commitment to work effectively with stakeholders and inform policy responses.
4. Market research did not relate to an advertising or information campaign.