

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry Portfolio
Budget Estimates Hearing 2014-15
2-3 June 2014

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY

TOPIC: Market Research

REFERENCE: Written Questions – Senator Ludwig

QUESTION No.: BI-121

List any market research conducted by the department/agency since Additional Estimates in February, 2014:

- 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?

ANSWER

- a. The cost of market research for the Department for the period 28 February 2014 to 30 June 2014 is \$17,200 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported.
- b. The research was conducted by AusIndustry Division in relation to the R&D Tax Incentive.
- c. The research was conducted by AMR Interactive Pty Ltd.
- d. Limited tender process.
- e. The research was conducted by telephone interviews.
- f. 200-250 short telephone interviews and 45 in-depth telephone interviews to understand the barriers to apply for the R&D Tax Incentive.
- g. No.
- h. By the Australian B2B research panel provider list.