

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates 2014

3 June to 5 June 2014

Department/ Agency: Australian Competition and Consumer Commission

Question: BET 1345

Topic: Market Research

Reference: Written – 12 June 2014

Senator: Ludwig

Question:

1345. List any market research conducted by the department/agency since Additional Estimates in February, 2014:
- List the total cost of this research
 - List each item of expenditure and cost, broken down by division and program
 - Who conducted the research?
 - How were they identified?
 - Where was the research conducted?
 - In what way was the research conducted?
 - Were focus groups, round tables or other forms of research tools used?
 - How were participants for these focus groups et al selected?

Answer:

1345.

- \$\$57,520
- h. See tables below.

Table 1 – ACCC a research project

Program 1.1 – ACCC				
Research project (b.)	Project Total (b.)	Researcher (c.)	How identified (d.)	Research details (e. and h.)
Research on product safety social media effectiveness	\$15,000	Alliance Strategic Research	Tender	Mix of academic, analysis and focus group research, in Melbourne. Participants were selected for expertise in social media.

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Table 2 – AER research project

Program 1.1 – ACCC				
Research project (b.)	Project Total (b.)	Researcher (c.)	How identified (d.)	Research details (e. and h.)
AER Stakeholder Survey 2014	\$42,520	Buchan Consulting	Limited tender, five organisations	Mix of online survey of all energy stakeholder groups and face to face interviews to gauge stakeholder perceptions of the AER's performance. The survey went live in April 2014 and was in the field for 5 weeks. Fifteen interviews were conducted across April and May. We received 173 responses to the online survey.