

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Budget Estimates 2014  
3 June to 5 June 2014

**Department/ Agency:** Royal Australian Mint

**Question:** BET 3171

**Topic:** Market Research

**Reference:** Written – 12 June 2014

**Senator:** Ludwig

**Question:**

3171. 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:**

3171.

- a) The table below lists the research activities conducted and cost incurred by RAM from 26 February to 12 June, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

**Background and Notes:**

- No hardware (kiosks and tablets) used for market research purposes are on RAM's asset register and therefore are not included in the research costs over the past six months.
- The cost of research time was based on the percentage of research time multiplied by the hourly rate paid.
- The cost of software was calculated by multiplying the % of time the software was used by the cost of a licence for the six months.

<b>Program</b>	<b>Total cost</b>
Visitor Experience Survey	\$ 5100
Key Stakeholder Survey	\$ 1750
Teacher Experience Survey	\$ 1000
Café Survey	\$ 825

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<b>Program</b>	<b>Total cost</b>
POS Post Code and Country Collection	\$ 2375
Senior Visitor Intercept Survey	\$ 2200
Planning Day Survey	\$ 1750
Employment Satisfaction Survey	\$ 3000
Online Community	\$ 4000
<b>Total Cost</b>	<b>\$ 22000</b>

b) Background and Notes:

- No hardware (kiosks and tablets) used for market research purposes are on RAM's asset register and therefore are not included in the research costs over the past six months.
- The cost of research time was based on the percentage of research time multiplied by the hourly rate paid.
- The cost of software was calculated by multiplying the % of time the software was used by the cost of a licence for the six months.

<b>Program</b>	<b>List total cost of this research</b>	<b>Total cost</b>	<b>Who requested the research?</b>
Visitor Experience Survey	Kiosk, online survey. % CVENT, research time	\$ 5100	Marketing/Tourism
Key Stakeholder Survey	Online survey and in-depth interviews. % CVENT, research time	\$ 1750	IT/Supply Chain
Teacher Experience Survey	Online tablet survey. % CVENT license, research time	\$ 1000	Education/Marketing
Café Survey	Online kiosk survey. % CVENT, research time, IT time	\$ 825	Marketing/Tourism
POS Post Code and Country Collection	Point of sale data collection. % Advanced Retailers, research time	\$ 2375	Marketing/Tourism
Senior Visitor Intercept Survey	Paper and online survey. % CVENT and research time	\$ 2200	Facilities Management
Planning Day Survey	Online survey. % CVENT and research time	\$ 1750	Marketing/Tourism
Employment Satisfaction Survey	Paper and online survey. % CVENT and research time	\$ 3000	Executive
Online Community	Research time, NING	\$ 4000	Product Development
	<b>Total</b>	<b>\$ 22000</b>	

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c) The table below lists the research activities conducted and cost incurred by RAM from 26 February to June 12, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

<b>Program</b>	<b>Who conducted the research?</b>
Visitor Experience Survey	Survey provider CVENT - RAM MR collected the data and prepared the reports.
Key Stakeholder Survey	Survey provider CVENT - RAM MR conducted the online surveys and will conduct the upcoming in-depth interviews, tabulated the data and prepare the reports.
Teacher Satisfaction Survey	Survey provider CVENT – guides collected the data from teachers on tablets and RAM MR tabulated the data and prepared the reports.
Café Survey	Survey provider CVENT - RAM MR conducted the research and reports monthly on the results.
POS Post Code and Country Collection	Survey provider Advanced Retail - RAM MR and shop staff collected the data and MR tabulated the results and prepared the reports.
Senior Visitor Intercept Survey	RAM MR conducted the research and prepared the reports.
Planning Day Survey	Survey provider CVENT - RAM MR collected the data and prepared the reports.
Employee Satisfaction Survey	RAM MR conducted the research and prepared the reports.
Online Community	NING, RAM MR and product development are developing the online community.

d) The table below lists the research activities conducted and cost incurred by RAM from 26 February to 12 June, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

<b>Program</b>	<b>How were they identified?</b>
Visitor Experience Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Key Stakeholder Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Teacher Satisfaction Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Café Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
POS Post Code and Country Collection	AR is the ongoing provider

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<b>Program</b>	<b>How were they identified?</b>
Senior Visitor Intercept Survey	In house paper project
Planning Day Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Employee Satisfaction Survey	In house paper project
Online Community	NING was chosen to be the provider for the online community after an extensive search in early 2013.

e) The table below lists the research activities conducted and cost incurred by RAM from 26 February to 12 June, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

<b>Program</b>	<b>Where was the research conducted?</b>
Visitor Experience Survey	In house with CVENT as a service provider
Key Stakeholder Survey	In house with CVENT as a service provider
Teacher Satisfaction Survey	In house with CVENT as a service provider
Café Survey	In house with CVENT as a service provider
POS Post Code and Country Collection	In-house - data stored in Advanced Retail
Senior Visitor Intercept Survey	In house data stored on TRIM
Planning Day Survey	In house with CVENT as a service provider
Employee Satisfaction Survey	In house data stored on TRIM
Online Community	In house with NING as a service provider

f) The table below lists the research activities conducted and cost incurred by RAM from 26 February to 12 June 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

<b>Program</b>	<b>In what way was the research conducted?</b>
Visitor Experience Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed in the gallery.
Key Stakeholder Survey	Online survey link is sent via email.
Teacher Satisfaction Survey	Online survey. Teachers are given a tablet with a survey link at the end of a tour.

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<b>Program</b>	<b>In what way was the research conducted?</b>
Café Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed by the cafe.
POS Post Code and Country Collection	Online. Shop staff ask questions of each customer before they commence with a sales transaction.
Senior Visitor Intercept Survey	Queued paper intercept survey
Planning Day Survey	Online survey link is sent via email.
Employee Satisfaction Survey	Paper desk drop, anonymous return survey
Online Community	Online.

g) Nil response.

h) Nil response.