

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2017-18

Finance Portfolio
24-25 May 2017

Department/Agency: Finance
Outcome/Program: General
Topic: Market Research

Senator: Farrell

Question reference number: F124

Type of question: Written

Date set by the committee for the return of answer: Friday, 7 July 2017

Number of pages: 5

Question:

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- a. The subject of the market research;
- b. The supplier;
- c. Whether the supplier has been engaged previously and if so, for which contracts;
- d. The total value of the contract;
- e. The term of the contract (time);
- f. The date that the decision was taken to seek market research on the topic;
- g. The date the contract was opened to tender or selection process;
- h. The date the supplier was engaged;
- i. Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- j. Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- k. Whether the Minister, or the Minister's Office, requested that the research be conducted;
- l. Whether the Minister approved the decision to conduct market research;
- m. Whether the Minister approved the contract with the supplier;
- n. Whether the Minister or the Minister's office was consulted on questions asked;
- o. Whether the Minister or the Minister's office received a copy of the market research;
- p. If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- q. If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;
- r. At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- s. At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- t. At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?

- u. At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- v. Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

Answer:

Department of Finance

Total cost of market research conducted in 2016-17 to date for the department was nil.

Australian Electoral Commission

Total cost of market research conducted in 2016-17 to date was \$383,723.80 (GST inclusive).

Contract 1(a)

- a) Design, benchmark, track and evaluate the AEC's standard advertising campaign format.
- b) Wallis Consulting Group Pty Ltd (Wallis).
- c) Contractor had not been previously engaged by the AEC.
- d) \$149,310.00 (GST inclusive).
- e) 1 December 2015 – 30 April 2017.
- f) 1 December 2015.
- g) The AEC and Wallis have a Deed of Standing Offer in place.
- h) Wallis was selected on 24 April 2015.
- i) A prequalified tender process was undertaken.
- j) Yes, on the Department of Finance's communications multi-use list. The AEC has no information on when the supplier was added.
- k-s) N/A.
- t) Yes, the second contract was initiated once legislation passed the parliament to change the Senate voting rules.
- u) The scope of the research and some of the questions were amended once legislation passed the parliament to change the Senate voting method.
- v) Yes.

Contract 1(b)

- a) Benchmark, track and evaluate additional advertising phases and changes required to the other phases to educate the public about Senate voting changes.
- b) Wallis Consulting Group Pty Ltd (Wallis).
- c) Contractor had not been previously engaged by the AEC.
- d) \$53,832.00 (GST inclusive).
- e) 4 April 2016 – 1 December 2016.
- f) 1 April 2016.
- g) The AEC and Wallis have a Deed of Standing Offer in place.
- h) Wallis was selected on 24 April 2015.
- i) A prequalified tender process was undertaken.
- j) Yes, on the Department of Finance's communications multi-use list. The AEC has no information on when the supplier was added.
- k-s) N/A.
- t) Yes, the second contract was initiated once legislation passed the parliament to change the Senate voting rules.
- u) A new questionnaire was also created to support advertising specifically related to Senate voting changes. These changes were reflected in contract two.
- v) Yes.

Contract 2

- a) Developmental market research to support national event advertising campaign.
- b) ORIMA Research Pty Ltd (ORIMA).
- c) The AEC has previously engaged the supplier on three other contracts. The AEC engages ORIMA through a Deed of Standing Offer.
- d) Total value of expenditure in 2016-17 was \$63,575.80 (GST inclusive). This was also the total spent under the contract.
- e) 19 October 2016 – 30 June 2017.
- f) 18 October 2016.
- g) The AEC and ORIMA have a Deed of Standing Offer in place.
- h) ORIMA was selected on 12 December 2014.
- i) A prequalified tender process was undertaken.
- j) Yes, on the Department of Finance's communications multi-use list. The AEC has no information on when the supplier was added.
- k-q) N/A.
- r) No.
- s) N/A.
- t) Yes. The developmental market research was discontinued.
- u-v) No.

Contract 3

- a) 'The Australian Voter Experience – Trust and confidence in the 2016 federal election'.
- b) The University of Sydney.
- c) No.
- d) \$47,653.00 (GST inclusive).
- e) 30 June - 16 December 2016.
- f) 30 Jun 2016 – the AEC agreed to purchase from the Electoral Integrity Project (EIP), based at the University of Sydney and Harvard University, a report on their survey findings that were relevant to the AEC's functions.
- g) N/A.
- h) 30 June 2016.
- i-k) N/A.
- l) The AEC did not conduct the research and the report itself is not owned by the AEC.
- m-n) No.
- o) Yes.
- p-q) N/A.
- r-s) No.
- t) The initial contract cost was \$41,653.00 (GST inclusive). This cost was amended to include an additional \$6,000, bringing the total payable to \$47,653.00 (GST inclusive).
- u) The initial purchased report included findings from a 2 wave survey. The contract was amended to include findings from an additional wave of the same survey.
- v) Yes, the EIP have conducted similar research in other countries.

Contract 4

- a) AEC Voter Survey 2016.
- b) Wallis Consulting Group Pty Ltd.
- c) No.
- d) \$69,353.00 (GST inclusive).

- e) 26 May - 1 December 2016.
- f) This survey is one of the AEC's standard election evaluation activities.
- g) N/A.
- h) 26 May 2016.
- i) This was executed as a work order under an existing Deed of Standing Offer.
- j) Deed of Standing Offer was executed on 24 April 2015.
- k-u) No.
- v) Yes. This survey has been conducted, with some alterations, for each federal election since 2010.

Commonwealth Superannuation Corporation

Total cost of market research conducted in 2016-17 to date was \$219,892.

Contract 1

- a) Customer Journey Mapping – onboarding.
- b) Customer Service Benchmarking Australia.
- c) No.
- d) \$38,692 (GST inclusive).
- e) N/A – fixed price contract to provide services.
- f) 3 August 2016.
- g) N/A.
- h) 10 August 2016.
- i) Not subject.
- j) –v) No.

Contract 2

- a) Customer Journey Mapping – processing.
- b) Customer Service Benchmarking Australia.
- c) Yes – Customer Journey Mapping – onboarding processes.
- d) \$30,000 (GST inclusive).
- e) N/A – fixed price contract to provide services.
- f) 16 November 2016.
- g) N/A.
- h) 25 November 2016.
- i) Not subject.
- j) –v) No.

Contract 3

- a) Industry Benchmarking
- b) Customer Service Benchmarking Australia
- c) Yes – previous industry benchmark
- d) \$27,000 (GST inclusive)
- e) 2 years
- f) 21 December 2015
- g) N/A
- h) 2013
- i) Not subject
- j) –v) No.

Contract 4

- a) Customer Value Proposition
- b) Futurebrand
- c) Yes; development of a mission and vision statement

- d) \$28,500 (GST exclusive)
- e) 8 weeks
- f) 18 January 2017
- g) N/A
- h) 24 February 2017
- i) Closed tender
- j) – v) No.

Contract 5

- a) Member and employer research
- b) Instinct and Reason
- c) No
- d) \$95,700 (GST inclusive)
- e) N/A – fixed price contract to provide services
- f) 17 February 2017
- g) N/A
- h) 16 January 2017
- i) Not subject
- j) –q) No
- r) Yes
- s) – v) No.

Future Fund Management Agency

Total cost of market research conducted in 2016-17 to date for the Future Fund was nil.

Independent Parliamentary Expenses Authority (IPEA)

Total cost of market research conducted in 2016-17 to date for IPEA was nil.