

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2014-15

Finance Portfolio

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

Senator: Ludwig
Question reference number: F61
Type of question: Written
Date set by the committee for the return of answer: Wednesday, 31 December 2014

Number of pages: 3

Question:

Since Budget Estimates in May 2014, list any market research conducted by the department/agency:

1. List the total cost of this research.
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?
9. How was the firm or individual that conducted the review selected?
10. What input did the Minister have?
11. How was it approved?
12. Were other firms or individuals considered? If yes, please detail.

Answer:

Department/ Agency	Response
Finance	<u>Web Accessibility National Transition Strategy Mid-Year Survey 2014</u> 1. Refer to AusTender. 2. Stage 1 Development of survey website, sample database and Pre-loaded database \$6,740. Stage 2 Online survey administration and data collection \$3,080. Stage 3 Data processing, analysis and reporting \$4,410. 3. Orima Research Pty Ltd. 4. Orima Research Pty Ltd has previously provided market research services for the Department.

Department/ Agency	Response
	<p>5. Online and at Orima's Canberra office. 6. A secure online portal. 7. No. 8. N/A. 9. In accordance with the Commonwealth Procurement Rules, Orima Research Pty Ltd was selected under 'Limited Tender' as providing the best value for money. 10. The Minister had no direct input into the management of this project. 11. Appointment of the supplier was conducted in accordance with Commonwealth Procurement Rules, with authority provided under FMA Regulation 9 and FMA Regulation 10, as agreed by the First Assistant Secretary, Governance and Resource Management (the delegate) on 21 May 2014. 12. N/A.</p> <p><u>Market research was conducted by the Medibank Sale Taskforce.</u></p> <p>1. Refer to AusTender. 2. The contract is administered by the Medibank Sale Taskforce within Business, Procurement and Asset Management. 3. DBM Consultants Pty Ltd. 4. By using a Prequalified Tender from the Commonwealth Multi-Use-List. 5. Melbourne, Sydney, Brisbane and Ballarat. 6. Focus groups and telephone surveys. 7. Refer to response 6 above. 8. DBM Consultants was responsible for participant selection. 9. Refer to response 4 above. 10. None. 11. FMA Regulation 9. 12. Three Tenders were submitted. Following an assessment of written Tenders, the Evaluation Team agreed to shortlist two firms for interview.</p>
Australian Electoral Commission	<p>1. Total cost - \$31,634 ex GST. 2. Evaluation of National Electoral Education Centre - \$31,634 ex GST (Program 1.3 : Education and Communication). 3. Ipsos Public Affairs. 4. Select tender through the Communications Multi-Use List. 5. Melbourne and Sydney. 6. Focus groups. 7. Yes. 8. Sourced through provision of email address on National Electoral Education Centre feedback forms. 9. See 4. 10. None. 11. Delegate approval. 12. No.</p>
ComSuper	<p>1. The total cost of this biannual research is \$171,666.</p> <ul style="list-style-type: none"> • Sub total: \$156,060 • GST: \$15,606 • Total: \$171,666. <p>2.</p> <ul style="list-style-type: none"> • Project scoping and ongoing management: \$8,580 • Questionnaire design and cognitive testing: \$14,640 • Undertake surveys and collect data: \$91,800

Department/ Agency	Response
	<ul style="list-style-type: none"> • Analyse and interpret data: \$21,600 • Produce reports and present results: \$19,440 • Total: \$156,060 (excluding GST). <p>3. Colmar Brunton Social Research.</p> <p>4. Colmar Brunton Social Research was selected via a request for quote to a Market Research and Analysis Panel established by ComSuper. The panel consists of a group of suppliers whom ComSuper has entered into a Deed of Standing Order for the provision of specific services.</p> <p>5. – 6. Telephone and online survey data collection was conducted from Melbourne, Victoria. Hard copy self complete surveys were collated in Canberra, ACT. A random selection of members of the superannuation schemes ComSuper administers and relevant staff from employing agencies were invited to participate in the survey. Participants were surveyed via either telephone, online self complete questionnaire and/or hard-copy self complete questionnaire.</p> <p>7. No</p> <p>8. –12. N/A.</p>
Commonwealth Superannuation Corporation	<p>Nil.</p> <p>1. – 12 N/A.</p>
Future Fund Management Agency	<p>Nil.</p> <p>1. – 12 N/A.</p>