

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S PORTFOLIO

Program: Portfolio

Question No. AE16/139

Senator Ludwig asked the following question at the hearing on 9 February 2016:

Since the change of Prime Minister on 14 September, 2015:

1. 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.

The answer to the honourable senator's question is as follows:

1. In this portfolio only the Attorney-General's Department conducted market research during the period 14 September 2015 to 9 February 2016, as set out in the table overleaf.

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?
Attorney-General's Department	\$109,490.00	\$49,550 final payment for the National Security Campaign developmental research; and \$59,940 first payment for National Security Campaign concept testing	Essence Communications	From a Communications Multi-Use List administered by the Department of Finance	Sydney Melbourne Brisbane	Qualitative research	Focus groups	Recruited by Essence Communications

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.
By a departmental selection panel	The Attorney-General's Office was consulted on the firm proposed by the selection panel	By a departmental selection panel	Yes. From the Communications Multi-Use List: - Di Marzio Research - JWS Research - TNS