

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

**Program: General**

**Question No. AE17/113**

**Senator Bilyk asked the following question at the hearing on 28 February 2017:**

1. How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign? If so, which campaign?

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

1. In 2016, the department spent \$187,557.35 (GST inclusive) on market research.
2. – 4.

The market research contracts entered into were:

- National Security Campaign concept testing  
Austender CN3297379-A2

The purpose of the research was concept testing to assist with the evaluation of draft creative concepts for the campaign. The research was also required for the department to comply with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* administered by the Department of Finance.

- National Security Campaign benchmark, tracking and evaluation research  
Austender CN3333787

The purpose of the research was to benchmark, track and evaluate awareness levels and the effectiveness of the new phase of the campaign. The research was also required for the department to comply with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* administered by the Department of Finance.