

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING : 27 February 2017

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE17/111) - Market research - Internal Product (DIBP)

Senator Bilyk, Catryna (L&CA) written:

How much did the Department spend on market research in calendar year 2016 (GST inclusive)?

Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?

What was the purpose of this market research?

Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

The Department of Immigration and Border Protection spent \$1,874,894.23 (including GST) on market research during the 2016 calendar year.

A list of market research contracts entered into during the 2016 calendar year is provided in Attachment A. This list also contains the contract purpose and campaign details if applicable.

Market research contracts entered during the 2016 calendar year

Attachment A

AusTender Contract Notice ID	Description / Purpose	Related advertising / information campaign (if applicable)	Supplier Name	Supplier ABN	Contract Start Date	Contract End Date	Contract Value (incl. GST)
CN3338920	Trade Barriers Facilitators and Risks research		TRUSTEE FOR DELOITTE ACCESS ECONOMI	19 954 628 041	27-Apr-16	28-Feb-17	\$315,156.00
CN3344839	Research & Co-design Services		BUSINESS MINDS AUSTRALIA PTY LTD	14 120 188 427	21-Apr-16	30-Jun-16	\$181,687.00
CN3407140	Unlawful Non-Citizens Behavioural Insights Research		WHERE TO RESEARCH BASED CONSULTING	65 605 178 603	1-Mar-17	30-Jun-17	\$86,840.00
CN3381797	Traveller Satisfaction Survey Services		ORC INTERNATIONAL PTY LTD	39 126 100 276	1-Oct-16	30-Jun-17	\$176,294.16
CN3347356	Market Scan of the Australian Interpreting Industry		PRICEWATERHOUSECOOPERS	52 780 433 757	18-May-16	30-Jun-16	\$45,029.00
CN3344842	Undertake survey of DIBP legal Stakeholders		PROFMARK CONSULTING PTY LIMITED	26 062 288 957	30-May-16	30-Jun-16	\$29,750.00
CN3337054	Workshops & Coaching for user research		MOBILE EXPERIENCE PTY LTD	93 141 770 854	18-Mar-16	30-Jun-16	\$39,490.00
CN3287416	International Airport Traveller Clearance Satisfaction Survey		ORC INTERNATIONAL PTY LTD	39 126 100 276	1-Jul-15	30-Jun-16	\$162,440.30
CN3287378	Concept testing and developmental research	Anti-people smuggling advertising campaign	ESSENCE COMMUNICATIONS TRUST	86 179 494 569	20-Jul-15	20-Jan-16	\$274,890.00
CN3318919	Research on migrant decisions making in select countries	Anti-people smuggling advertising campaign	RED ELEPHANT RESEARCH	79 600 953 759	15-Jan-16	28-Feb-17	\$650,969.00
CN3342907	Benchmarking, tracking and evaluation research	Anti-people smuggling advertising campaign	MCNAIR INGENUITY RESEARCH PTY LTD	79 096 437 991	12-Apr-16	14-Jan-17	\$301,281.00
CN3370819	Provision of Research Services		UNIVERSITY OF CANBERRA	81 633 873 422	11-Jul-16	31-Oct-16	\$66,432.00
CN1489941	Continuous survey of Australia's migrants, monitoring data trends for policy changes		THE SOCIAL RESEARCH CENTRE	91 096 153 212	17-Jun-13	30-Jun-16	\$1,930,000.03
CN3323325	Analysis on migrant decision making and migration trends in Sri Lanka.	Anti-people smuggling advertising campaign	RED ELEPHANT RESEARCH	79 600 953 759	16-Feb-16	24-Jun-16	\$10,000.00

CN3323334	Analysis on migrant decision making and trends		RED ELEPHANT RESEARCH	79 600 953 759	16-Feb-16	10-Jun-16	\$10,000.00
CN3347346	Analysis of migration drivers in Afghanistan		UNIVERSITY OF NEW SOUTH WALES	57 195 873 179	23-Feb-16	27-May-16	\$10,000.00
CN3293337	Afghan migration aspirations, movements, demography & integration.		AUSTRALIAN NATIONAL UNIVERSITY	52 234 063 906	9-Sep-15	31-Mar-16	\$51,590.00