

## QUESTION TAKEN ON NOTICE

### BUDGET ESTIMATES – 26 – 27 MAY 2014

#### IMMIGRATION AND BORDER PROTECTION PORTFOLIO

#### (BE14/501) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

List any market research conducted by the department/agency since Additional Estimates in February, 2014:

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?

*Answer:*

1. From 1 February to 31 May 2014, the portfolio commissioned the following market research totalling \$237 015 inclusive GST:

#### No way campaign concept testing market research

2. This contract cost: \$78 485 inclusive GST.
3. Essence Communications Pty Ltd.
4. Communication Multi Use List as advised by the Communication Advice Branch at the Department of Finance. Four agencies were approached for quotes as per standard procurement processes in the department.
5. Primarily in Sydney and Melbourne.
6. Face-to-face and by telephone.
7. Yes. Mini focus groups and in-depth interviews were used.
8. Free found techniques within existing community networks and snowballing techniques.

#### No way campaign benchmarking market research

2. This contract cost: \$128 478 inclusive GST.
3. McNair Ingenuity Research Pty Ltd.
4. Communication Multi Use List as advised by the Communication Advice Branch at the Department of Finance. Four agencies were approached for quotes as per standard procurement processes in the department.
5. Primarily Sydney and Melbourne.
6. Computer assisted telephone interviews.
7. No.
8. Surname sampling and snowballing techniques.

### Illegal work tracking market research

2. This contract cost: \$126 841 inclusive GST. This is broken up into four financial years:
  - 2012-13: \$36 685
  - 2013-14: \$30 052
  - 2014-15: \$30 052
  - 2015-16: \$30 052
3. Hall & Partners | Open Mind Pty Ltd
4. Department of Families, Housing, Community Services and Indigenous Affairs Social Policy Research and Evaluation Panel.
5. All states and territories
6. Fieldwork included telephone surveys targeting businesses in high risk industries to evaluate levels of awareness of employer sanctions.
7. No.
8. Fieldwork was based on a random sample drawn from commercial business listings – Dunn and Bradstreet.