

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
2006-07 Additional Budget Estimates Hearing
15 & 16 February 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: *Opinion Polls/Market Research*

REFERENCE: WRITTEN QUESTION

QUESTION No. AI-134

Senator WONG asked:— What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?

ANSWER

See attached table for response to AI-134- AI-137

QUESTION No. AI-135

Senator WONG asked:— Will the Ministers provide a list of opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?

QUESTION No. AI-136

Senator WONG asked:— How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?

QUESTION No. AI-137

Senator WONG asked:— What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

ANSWER AI 134 – AI-137

	AI-134	AI-135	AI-136	AI-137
DITR				
AUSINDUSTRY	\$86,678.40	ORIMA RESEARCH PTY LTD	NIL	Prior to 2004-05, AusIndustry would survey each program every year. As the number of programs dramatically increased, a cost-benefit assessment was undertaken and as a result the methodology of the surveys was changed. At present AusIndustry carries out a small number of program specific surveys and one large cross-program survey, which interviews customers from every program.
INVEST AUST	\$48,757.50	THE ECONOMIST, BLUE MOON AND FUTURE BRAND	NIL	The primary purpose of the research for Invest Australia has been to measure the effectiveness of the advertising spend and brand recognition. The research conducted has been assessed internally as being very useful.
MEC	\$72,490.05	IBISWORLD PTY LTD	NIL	Usage reports estimate a retail saving in the range of five times the subscription cost.
INNOVATION	\$24,603.00	AC NIELSEN AND MARKET ATTITUDE RESEARCH SERVICES	NIL	The data feeds into ongoing evaluation of the effectiveness of Public Awareness Programs by Biotechnology Australia.
E-BUSINESS	\$114,727.00	ORIMA RESEARCH PTY LTD	NIL	Nil
OSB	\$387,452	Opinion polls, focus groups or market agencies that were used in 2005-06 which relate to the abovementioned expenditure are as follows: Mack Consulting Group Pty Ltd Orima Research Pty Ltd Quantum Market Research TNS Australia Pty Ltd Woolcott Research Pty Ltd	NIL	There is a requirement in the Department's Procedural Rules that a contract performance evaluation be undertaken at the completion of a consultancy/service contract. These evaluations address a number of criteria including effectiveness of contract, skills and knowledge transfer and value for money.

AGENCIES				
GEOSCIENCE	\$13,000.00	CLIENTWISE	NIL	The surveys have been on the issue of Corporate Branch performance, which has assisted in the quest for continual improvement in services.
IP AUST	\$134,091.00	NEW FOCUS RESEARCH EUREKA STRATEGIC RESEARCH	NIL	NIL
TOURISM AUST	\$9.06 million	AC Neilson Japan AC Nielsen Research Pty Ltd Acacia Avenue BDA Marketing Planning Inside Story Knowledge Management Pty Ltd IPSOS-UK Jones Donald Strategy Partners Market Equity Pty Ltd MSC Research Newton Wayman Chong & Associates Pty Ltd Quantum Market Research (Aust) Pty Ltd Roy Morgan Research Taylor Nelson Sofres (TNS) The Leading Edge TNS Transport Travel and Hospitality Group (formerly TNS NFO Plog Research) Ultra Feedback Pty Ltd Urbis JHD	NIL	Research drives the development and evaluation of strategies and programs in Tourism Australia. Successive enquiries conducted by Government and industry have highlighted the critical role research plays in maximising the performance of Australia as a visitor destination from the level of National Tourism Organisation to individual operators.

