

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 2976

Topic: Market Research

Written: 5 March 2014

Senator LUDWIG asked:

2976. List any market research conducted by the department/agency since 7 September 2013.

Answer:

2976. The table below lists the research activities conducted and cost incurred by the Royal Australian Mint from September 2013 to 5 March 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies the Mint uses at this time.

BACKGROUND AND NOTES

- No hardware (kiosks and tablets) used for market research purposes are on RAM's asset register and therefore are not included in the research costs over the past six months.
- The cost of research time was based on the percentage of research time multiplied by the hourly rate paid.
- The cost of software was calculated by multiplying the % of time the software was used by the cost of a licence for the six months.
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Program	List total cost of this research	Total cost	Who requested the research?
Customer Satisfaction Survey -NPS	Online survey. % CVENT and research time	\$ 5,042	Marketing/Customer Experience
Visitor Experience Survey	Kiosk, online survey. % CVENT, research time	\$ 5,042	Marketing/Tourism
Key Stakeholder Survey	Online survey and in-depth interviews. Interviews to be conducted in April-May 2014. % CVENT, research time	\$ 1,733	IT/Supply Chain
Teacher Satisfaction Survey	Online tablet survey. % CVENT license, research time	\$ 1,008	Education/Marketing
Café Survey	Online kiosk survey. % CVENT, research time, IT time	\$ 819	Marketing/Tourism
POS Post Code and Country Collection	Point of sale data collection. % Advanced Retailers, research time	\$ 2,375	Marketing/Customer Experience

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Facilities' Survey	Paper and online survey. % CVENT and research time	\$ 2,143	Facilities Management
Focus Groups	Research time	\$ 4,117	Marketing/Tourism
Online Community	Research time, NING	\$ 1,374	Product Development
Total		\$ 23,652	

The table below lists the research activities conducted and cost incurred by RAM from September 2013 to March 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	Who conducted the research?
Customer Satisfaction Survey - NPS	Survey provider CVENT - RAM Market Research (MR) conducted the surveys and prepared the reports.
Visitor Experience Survey	Survey provider CVENT - RAM MR collected the data and prepared the reports.
Key Stakeholder Survey	Survey provider CVENT - RAM MR conducted the online surveys and will conduct the upcoming in-depth interviews, tabulated the data and prepare the reports.
Teacher Satisfaction Survey	Survey provider CVENT – guides collected the data from teachers on tablets and RAM MR tabulated the data and prepared the reports.
Café Survey	Survey provider CVENT - RAM MR conducted the research and reports monthly on the results.
POS Post Code and Country Collection	Survey provider Advanced Retail - RAM MR and shop staff collected the data and MR tabulated the results and prepared the reports.
Facilities' Survey	Survey provider CVENT - RAM MR conducted the research and prepared the reports.
Focus Groups	RAM MR conducted the research and prepared the reports.
Online Community	NING, RAM MR and product development are developing the online community.

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The table below lists the research activities conducted and cost incurred by RAM from September 2013 to March 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	How were they identified?
Customer Satisfaction Survey -NPS	CVENT has been renewed as RAM's after a vendor search in 2013.
Visitor Experience Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Key Stakeholder Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Teacher Satisfaction Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Café Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
POS Post Code and Country Collection	AR is the ongoing provider
Facilities' Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Focus Groups	In-house
Online Community	NING was chosen to be the provider for the online community after an extensive search in early 2013.

Program	How were participants for these focus groups et al selected?
Customer Satisfaction Survey -NPS	NA
Visitor Experience Survey	NA
Key Stakeholder Survey	NA
Teacher Satisfaction Survey	NA
Café Survey	NA
POS Post Code and Country Collection	NA
Facilities' Survey	NA
Focus Groups	From RAM customer database
Online Community	NA

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Program	In what way was the research conducted?
Customer Satisfaction Survey -NPS	Online survey link via email.
Visitor Experience Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed in the gallery.
Key Stakeholder Survey	Online survey link is sent via email.
Teacher Satisfaction Survey	Online survey. Teachers are given a tablet with a survey link at the end of a tour.
Café Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed by the cafe.
POS Post Code and Country Collection	Online. Shop staff ask questions of each customer before they commence with a sales transaction.
Facilities' Survey	Online and paper. Bus drivers were given paper surveys and bus company administrators were sent a survey link via email.
Focus Groups	In person.
Online Community	Online.
Program	Were focus groups, round tables or other forms of research tools used?
Customer Satisfaction Survey -NPS	No
Visitor Experience Survey	No
Key Stakeholder Survey	No
Teacher Satisfaction Survey	No
Café Survey	No
POS Post Code and Country Collection	No
Facilities' Survey	No
Focus Groups	Yes
Online Community	No