

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2003-2004 ADDITIONAL ESTIMATES HEARING

**Outcome:** All

**Output Group:** All

#### **DEST Question No. E990\_04**

Senator Carr provided in writing.

*Refers to DEST Question on Notice E109\_04 from 4 June 2003.*

#### **Question:**

What I would like then is an indication of all polling – marketing research if you like – surveys and advertising conducted by the department as updated on the last published annual report. Can you provide that?

I would like to know:

- a) the form of tender
- b) whether the tender was the lowest received
- c) if there was not a tender, whether a consultant arranged a service contract for such work
- d) I would also like to know the date due for reporting in such projects, if they have been let
- e) Whether or not there has been any involvement of the minister or his office in the commissioning of the work.

#### **Answer:**

*Contracts for Advertising, Market Research, polling, direct mail and print media advertising*

Please refer to the following Attachment *QoN E990\_04 DEST Active Contracts for Advertising and Market Research Organisations 1 July 2003 to 31 December 2003* for this information for response to a), c), d) and e). In response to b) of the Senator's question, as reported in our previous response to Questions on Notice E284 of 11 February 1999, and E56 of 31 May 2000, all contracts relating to polling, surveys, advertising and market research conducted by the Department were selected on the basis of best value for money in line with the Commonwealth Procurement Guidelines and departmental policy. Value for money, rather than the price itself, is the essential test against which agencies must justify any procurement outcome.

**Question on Notice E990\_04 – DEST Active Contracts for Advertising and Market Research Organizations for 1 July 2003 to 31 December 2003**

| Group                    | PRN      | Service Type  | Procurement method used for selection                           | Ministerial involvement | Contract Number | Start Date  | End date    | Vendor   | Contract Description  | Total contract value (GST inclusive) | Total \$ Paid in Reporting Period 2003-2004 Financial Year (GST inclusive) |
|--------------------------|----------|---|---|-------------------------|-----------------|-------------|-------------|--|---|--------------------------------------|--|
| Corporate Strategy Group | PRN03342 | Print media Advertising   | Commonwealth EUA Used   | N/a                     | 124             | 1-Dec-2002  | 30-Sep-2006 | HMA Blaze  | Non-campaign advertising  | \$990,000.00                         | \$686,175.55   |
| Corporate Strategy Group | PRN02854 | Market research   | GCU Panel Arrangement Used                                      | N/a                     | 2303            | 11-Mar-2003 | 1-Jun-2004  | Worthington Di Marzio Pty Ltd                                | Market Research for New Apprenticeships Campaign 2003-06          | \$329,365.00                         | \$42,940.00  |
| Corporate Strategy Group | PRN00507 | GCU Panel Arrangement Used                                      | GCU Panel Arrangement Used                                      | N/a                     | 381             | 24-Sep-1999 | 31-Jul-2004 | Batey Kazoo Communication s Pty Ltd (trading as Batey House) | Develop and implement Advertising campaign for New Apprentices    | \$3,087,905.00                       | \$0.00   |
| Corporate Strategy Group | PRN02875 | GCU Panel Arrangement Used                                      | GCU Panel Arrangement Used                                      | N/a                     | 2376            | 26-Mar-03   | 31-Dec-2003 | Batey Kazoo Communication s Pty Ltd (trading as Batey House) | Creative agency for New Apprenticeships Campaign Advertising 2003 | \$857,015.00                         | \$8,590.80   |
| Corporate Strategy Group | PRN02923 | Commonwealth Exclusive Use Arrangement for Campaign Advertising | Commonwealth Exclusive Use Arrangement for Campaign Advertising | N/a                     | 125             | 3-Feb-03    | 31-Dec-2003 | Universal McCann   | Media Buy for New Apprenticeships Campaign 2003                   | \$3,606,815.00                       | \$1,980,000.04   |

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|---|----------|---|---|--|-----------------|-------------|-------------|--|---|--------------------------------------|--|
| Innovation and Research Systems Group   | PRN03276 | Market Research and Polling Organisations                       | One Written Quote   | The Minister approved project funding on the Department's recommendation | 2473            | 16-Jun-2003 | 30-May-2004 | Australian Institute for Commercialisation Limited | Develop and distribute the 2003 National Survey of Research Commercialisation for the years 2001 and 2002, collect data, undertake data analysis and draft the report under the direction of DEST and a Steering Committee. | \$97,691.00                          | \$21,000.00  |
| Research, Analysis and Evaluation Group | PRN03443 | Conduct survey  | One Written Quote   | N/a  | 2676            | 27-Aug-2003 | 30-Sep-2003 | The Allen Consulting Group                         | Conduct structured interviews with key stakeholders for evaluation of Backing Australia's Ability   | \$35,200.00                          | \$32,000.00  |
| Research, Analysis and Evaluation Group | PRN03521 | Conduct survey  | Open Tender   | N/a  | 2789            | 9-Dec-2003  | 30-Nov-2004 | The Social Research Centre                         | Survey of New Apprenticeship Outcomes   | \$242,737.00                         | \$39,290.36  |
| Vocational Education & Training Group   | PRN03505 | Market research   | GCU Panel Arrangement Used                                      | N/a  | 2738            | 7-Oct-2003  | 3-Nov-2003  | Worthington Di Marzio Pty Ltd                      | Developmental research to inform future communication strategy for New Apprenticeships  | \$49,830.00                          | \$49,830.00  |
| Vocational Education & Training Group   | PRN03572 | Commonwealth Exclusive Use Arrangement for Campaign Advertising | Commonwealth Exclusive Use Arrangement for Campaign Advertising | Approved by minister on recommendation by department                     | 134             | 16-Nov-2003 | 6-Dec-2003  | Universal McCann                                   | New Apprenticeships Media Buy   | \$2,090,148.54                       | \$2,090,148.54   |