

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 ADDITIONAL ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E766_05 & E818_05 (request for updates)

Senator Carr provided in writing.

Refers to DEST Question on Notice E990_04.

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

Attachment A lists the information in response to a), c), d) and e). In response to b), as reported in our previous responses to this question, 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.