

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 ADDITIONAL ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E778_07

Senator Wong provided in writing.

Question:

Opinion Polls/Market Research

1. What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
2. Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?
3. 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?
4. What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

Answer:

Opinion Polls/Market Research by the Department

1. \$2,200,714 was spent on focus groups or market research in 2006 by the Department of Education Science and Training. No opinion polls were conducted by the Department.
2. See table Attachment A
3. See table Attachment A
4. See table Attachment A

ANSTO has provided the following response:

1. As noted in response to question E334_07, ANSTO engaged Quantum Research to undertake research into ANSTO's Corporate Social Responsibility (CSR) report at a cost of \$31,000.
2. See answer to question 1.
3. As noted in response to question E338_07, none.
4. None.

CSIRO has provided the following response:

1. CSIRO spent a total of \$155,762.80 on market research in 2006.
2. The following market research surveys were conducted:
 - Brand Positioning and Performance Study (conducted by Market Attitude Research Services)
 - CSIRO Total Wellbeing Diet Impact Study (conducted by Inside Story)
 - Ensis Brand Study (conducted by Quantum), and
 - Branding for CSIRO Human Nutrition and Food Science Australia (conducted by Quantum)

3. No CSIRO market research was requested by the Minister's office.
4. No cost-benefit assessments have been undertaken as all studies provided value-for-money. Survey results, findings, analysis and strategic recommendations have been integrated into organisational and program planning.

ARC has provided the following response:

1. In 2006 the ARC paid \$117,947.50 (GST inclusive) on a \$166,925 (GST inclusive) market research contract.
2. Worthington Di Marzio Research Pty Ltd was used in 2005 and 2006.
3. Nil.
4. The market research results are being evaluated and will be used to inform the development of the ARC's communication strategy to meet public engagement obligations outlined in the ARC Strategic Plan. In addition, the market research results will contribute to ongoing business improvements to the design and administration of the National Competitive Grants Program.

AIATSIS has provided the following response:

1. Nil
2. Not applicable
3. Not applicable
4. Not applicable

AIMS has provided the following response:

1. Nil
2. Not applicable
3. Not applicable
4. Not applicable

Attachment A

The names of the opinion polls, focus groups, or market research agencies	How much was conducted at the request of the Minister's office	Benefit-cost assessments done which assess the returns
The Cooperative Research Centre for Tourism Research at the University of Canberra.	Nil	N/A
TNS Social Research	Nil	N/A
AC Nielsen and University Kebangsaan Malaysia	Nil	N/A
Korea Associates Business Consultancy	Nil	AEI Korea assessed the market research as valuable to industry
Michaels Opinion Research inc US	Nil	N/A
Worthington Di Marzio Research Pty Ltd	Nil	No cost-benefit; brand and website performance are monitored
Corporate Diagnostics Pty Ltd	Nil	N/A
Ipsos Australia	Nil	N/A
The Economist Intelligence unit	Nil	N/A
SCC Economics and Planning	Nil	N/A
The National Centre for Vocational Education Research	Nil	N/A
Allen Business Services	Nil	N/A
Austrade	Nil	N/A
Chant Link and Associates Pty Ltd	Nil	N/A
Quantum Research	Nil	N/A
Market Attitude Research Services	Nil	N/A