

EDUCATION, SCIENCE AND TRAINING

**SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE
2003-2004 BUDGET ESTIMATES HEARING**

Outcome: ALL
Output Group: ALL

DEST Question No. E109_04

Senator Carr asked on 4 June 2003, EWRE Hansard page 359

Question:

...There is a series of questions that I ask at this time in terms of the normal procedures. Are you able to provide a list of all polling that the department has undertaken since July 2002? ...polling, market research...I would like the number and the value of such contracts.

Answer:

Contracts for Advertising, Market Research, Polling, Direct Mail and Print Media Advertising

Please refer to the attachment, *DEST Payments to Advertising and Market Research Organisations for 1 July 2002 to 30 June 2003* for this information.

Table 1: Question on Notice E109_04 – DEST Payments to Advertising and Market Research Organisations for 1 July 2002 to 30 June 2003

Division	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 2002-2003 Financial Year (GST inclusive)
AEI Group	PRN02471	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	1935	7-Aug-2002	21-Aug-2002	Taylor Nelson Soifres Australia P/L	In-depth interviews with international students to market test the AEI Branding Project brochure text	\$6,600.00	\$6,600.00
AEI Group	PRN02553	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	1982	9-Sep-2002	1-Oct-2002	David Back Pty Ltd	Market testing of commercial relevance of International Groups products and services	\$10,810.03	\$10,810.03
Corporate Strategy Group	PRN02419	Advertising Agencies	Commonwealth Exclusive Use Arrangement for Non-Campaign Advertising	No	104	1-Jul-2002	30-Jun-2003	Starcom Worldwide	Press advertising costs for DEST recruitment activity 2002/2003	\$451,000.00	\$450,588.17
Corporate Strategy Group	PRN02770	Advertising Agencies	Commonwealth Exclusive Use Arrangement for Non-Campaign Advertising	No	112	1-Dec-2002	30-Sep-2006	HMA Blaze	DEST Print media advertising costs post December 2002	\$990,000.00	\$295,498.85
Corporate Strategy Group	PRN00507	Advertising Agencies	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	381	24-Sep-1999	31-Jul-2004	Batey Kazoo Communications Pty Ltd (trading as Batey House)	Develop and implement Advertising Campaign for New Apprenticeships	\$3,087,905.00	\$35,947.00

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Corporate Strategy Group	PRN02875	Advertising Agencies	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	2376	26-Mar-2003	31-Dec-2003	Batey Kazoo Communications Pty Ltd (trading as Batey House)	Creative agency for New Apprenticeships Campaign Advertising 2003	\$871,324.00	\$848,357.00
Corporate Strategy Group	PRN02355	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	1828	24-Jun-2002	22-Aug-2002	Worthington Di Marzio Pty Ltd	Market research to assess components of National Indigenous English Literacy and Numeracy Strategy (NIELNS)	\$82,170.00	\$82,170.00
Corporate Strategy Group	PRN02379	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	1852	24-Jun-2002	30-Aug-2002	Colmar Brunton Social Research	Market research to establish a benchmark for DEST's relationship with its stakeholders.	\$39,121.00	\$39,121.00
Corporate Strategy Group	PRN02720	Market Research and Polling Organisations	One Written Quote	N/A	2125	13-Nov-2002	30-Dec-2002	Colmar Brunton Social Research	Conduct a Post Separation Survey for DEST	\$9,987.00	\$9,987.00
Corporate Strategy Group	PRN02854	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	2303	11-Mar-2003	31-Dec-2003	Worthington Di Marzio Pty Ltd	Market research for New Apprenticeships Campaign 2003-2006	\$209,740.00	\$104,485.00

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Corporate Strategy Group	PRN02923	Media Advertising Organisations	Commonwealth Exclusive Use Arrangement for Non-Campaign Advertising	No	125	3-Feb-2003	31-Dec-2003	Universal McCann	Media Buy for New Apprenticeships Campaign 2003	\$3,606,815.00	\$1,980,000.04
Higher Education Group	PRN02896	Advertising Agencies	Commonwealth Exclusive Use Arrangement for Non-Campaign Advertising	No	114	1-Jan-2003	31-Mar-2003	Universal McCann	HECS Advertising Campaign 2003	\$198,000.00	\$182,839.70
Higher Education Group	PRN03276	Market Research and Polling Organisations	One Written Quote	No	2473	16-Jun-2003	28-Nov-2003	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	\$44,000.00
Schools Group	PRN02299	Advertising Agencies	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	1958	4-Jul-2002	30-Jun-2003	Horizon PR	Develop, coordinate and manage a communication strategy, an awards ceremony and sponsorship for National Literacy and Numeracy Week 2002	\$221,030.00	\$221,030.00
Science Group	PRN02587	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	2643	13-Dec-2002	26-Jun-2003	Worthington Di Marzio Pty Ltd	Market research services for the announcement of the National Waste Repository	\$61,369.00	\$61,369.00

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Vocational Education & Training Group	PRN02585	Advertising Agencies	One Written Quote	No	2004	1-Jul-2002	30-Jun-2003	Hobsons Australia Pty Ltd	Purchase of advertising with good guides	\$36,696.00	\$36,696.00
Vocational Education & Training Group	PRN03163	Market Research and Polling Organisations	GCU Panel Arrangement Used	Ministerial Involvement required as part of Ministerial Committee on Government Communication process	2396	9-May-2003	16-May-2003	Worthington Di Marzio Pty Ltd	Preparation of paper on attitudes to New Apprenticeships	\$6,600.00	\$6,600.00
Vocational Education & Training Group	PRN02270	Market Research and Polling Organisations	One Written Quote	N/a	1768	28-Jun-2002	31-Jul-2002	Worthington Di Marzio Pty Ltd	Post-campaign tracking research for the New Apprenticeships media buy for April to June 2002	\$49,500.00	\$49,500.00