

## **Standing Committee on Finance and Public Administration**

### **ANSWER TO QUESTION ON NOTICE**

#### **Finance and Administration Portfolio**

Additional Estimates Hearing – February 2007

#### **Question: F52-F57**

#### **Outcome, Output: All**

#### **Topic: Opinion Polls/Market Research**

#### **Written Question on Notice**

#### **Senator WONG asked:**

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 that are used by the 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 or market research?

#### **Department of Finance and Administration (Finance)**

1. Finance spent approximately\* \$1,115,966 for the period 1 July 2006 to 16 February 2007.
2. Of the above \$1,115,966, the majority (\$1,065,000 or 95 per cent) was paid to DBM Consultants Pty Ltd to conduct market research, opinion polls and focus groups, in relation to the sale of Telstra shares (T3 campaign). The remaining \$50,966 was paid to:
  - Anne Markiewicz and Associates Pty Ltd to conduct focus groups as part of the Evaluation of the Family Violence Regional Activities and Partnership Programmes;
  - Colmar Brunton Social Research Pty Ltd to conduct a Comcover Satisfaction Survey; and
  - Effective People Pty Ltd to undertake a Training Needs Analysis for *Members of Parliament (Staff) Act 1984* employees.
3. Nil.
4. No post-implementation cost-benefit assessments have been completed on these focus groups, surveys and market research. However, the initiating procurement plan/business case for all surveys did consider the costs and benefits possible.

\*As part of a larger evaluation, a number of focus groups were conducted and it is estimated the focus group component of this evaluation was approximately \$10,250.

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#### **Australian Electoral Commission (AEC)**

1. The AEC spent \$261,757.36 for the period 1 July 2006 to 16 February 2007.
2. The list of organisations engaged by the AEC is as follows:
  - BMF Advertising Pty Ltd to conduct market research and testing who subcontracted to the following three organisations;
    - Cultural and Indigenous Research Centre Australia to conduct market research on the development of electoral awareness advertising and communications strategy for Australians from non-English speaking backgrounds;
    - Millward Brown Australia to conduct market testing on the development of a new AEC branding;
    - Winangali Pty Ltd to conduct market research on the development of electoral awareness advertising and communications strategy for Indigenous Australians;
  - Newspoll Market Research to conduct market research for enrolment and voting issues amongst Australians;
  - Perpetro Pty Ltd trading as Perform Information Design Solutions to conduct design and market testing of enrolment forms;
  - Wallis Consulting Group Pty Ltd to conduct market testing of publications; and
  - Woolcott Research Pty Ltd to conduct market research on the development of electoral awareness advertising campaign.
3. Nil.
4. Nil.

#### **Commonwealth Grants Commission**

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

#### **ComSuper**

1. ComSuper spent \$80,000 for the period 1 July 2006 to 16 February 2007.
2. ComSuper used CEM Benchmarking Inc.
3. Nil.
4. Nil.

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**Australian Investment Reward Alliance**

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

**Future Fund Management Agency**

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