

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2004-2005, 24 and 25 May 2004

Question: PM 16 Part B

Outcome 1, all Outputs

Topic: Market research

Hansard Page: F&PA 117-118, 24 May 2004

Senator Ray asked: When did [the department] last release [market] research?

Answer:

The most recent occasion on which this department released market research was in response to a request under the *Freedom of Information Act 1974*. In March 2004, the department released documents relating to market research undertaken for the Australian Bicentennial Authority on a number of occasions between 1981 and 1987. These documents included original reports prepared for the Australian Bicentennial Authority by Roy Morgan Research Centre Pty Ltd, Massingham Research Pty Ltd and Newspoll.

The most recent occasion on which this department released market research in relation to a government information campaign for which it was the responsible client agency occurred in July 1999. At that time, the department provided referendum public education research, which had been commissioned from Newspoll by the Referendum Taskforce within the department, to the Joint Standing Committee on the Republic Referendum.