

Senate Finance and Public Administration Legislation Committee
ANSWER TO QUESTION ON NOTICE
Prime Minister and Cabinet Portfolio
Department of Climate Change
Budget Estimates Hearing—May 2009

Written question reference: CC4

Outcome/Output: Outcome 1, Output Group 1.1 – Response to climate change

Topic: Market research

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Question: (Senator Abetz)

Senator ABETZ—... In relation to the \$149,000 spent on market research, can you tell us who carried out the research, how were they selected and what did they conclude?

Dr Parkinson—I am happy to take the question on notice.

Answer:

In relation to the \$149,000 spent on market research, the Department commissioned research services to the value of \$58,635 (GST exclusive) from Woolcott Research in July 2008 and \$90,300 (GST exclusive) from GfK Bluemoon in November 2008.

Woolcott Research (July 2008)

The Department commissioned services by direct source, with Woolcott Research chosen as it had previously undertaken qualitative research for the Australian Greenhouse Office and was familiar with the issue. The services procured were for one round of quantitative ‘benchmarking’ research and for one round of qualitative ‘concept-testing’ research.

GfK Bluemoon (November 2008)

The Department procured these services through a select tender. GfK Bluemoon was selected as best able to meet the requirements of the tender. The services procured were for campaign tracking research to contribute to the evaluation of the Climate Change Household Action Campaign.

Conclusions of the Research

The outcomes of the market research referred to above is presented in the Climate Change Household Action Campaign Evaluation Report attached.