

**Senate Finance and Public Administration Legislation Committee**  
**Supplementary Budget Estimates Hearing – October 2009**  
ANSWER TO QUESTION ON NOTICE

**Topic: Instinct and Reason contract**

**Question reference number: CC19**

**Type of Question: (*Hansard F&PA 134, 19 October 2009*)**

**Date set by the committee for the return of answer: 4 December 2009**

**Number of Pages: 1**

**Question:** (Senator Ronaldson)

**Senator RONALDSON**—Can I ask you to therefore take on notice contract CN 194839 for the sum of \$242,000 between the Department of Agriculture, Fisheries and Forestry and instinct and reason, a company of Surry Hills, for ‘market research to provide a more detailed understanding of our clients and their stakeholders and their behaviours, attitudes and information preferences in relation to climate change and drought’ ... I ask you please to take on notice what involvement the Department of Climate Change had in that contract, whether advice was sought by the Department of Agriculture, Fisheries and Forestry and indeed whether there was any information provided back to the Department of Climate Change from the Department of Agriculture, Fisheries and Forestry following that market research.

**Senator Wong**—... But in relation to the request to take on notice that contract and details associated with it, I am happy to do so.

**Answer:**

The Department of Climate Change (DCC) had no involvement in the contract between the Department of Agriculture, Fisheries and Forestry (DAFF) and the company Instinct and Reason. DCC has not provided advice to DAFF in relation to the market research.

On 19 October 2009 DCC received, for information, a draft version of the DAFF market research report which investigated the attitudes and behaviour of primary producers in relation to adaptation and mitigation in response to climate change. The Department has not received the final report.