

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Question No. 3

Senator Wong asked the following question at the hearing on 13 February 2007:

Opinion Polls/ Market Research

- a) What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
- b) Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies that are used by department and agencies in the Minister's portfolio?
- c) 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?
- d) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups or market research?

The answer to the honourable senator's question is as follows:

Attorney-General's Department

National security public information campaign:

- a) The sum spent on opinion polls, focus groups or market research in the calendar year 2006 was \$220,371 exclusive of GST.
- b) The market research consultant for the campaign is Di Marzio Research.
- c) No market research was conducted at the request of the Minister's office. All market research was conducted in line with the communication strategy and market research brief approved by the Ministerial Committee on Government Communications.
- d) None.

Bushfire Awareness and Preparedness Campaign

- a) The sum spent on opinion polls, focus groups or market research in the calendar year 2006 was \$71,084 exclusive of GST.
- b) The market research consultant for the campaign is Wallis Consulting Group.
- c) No market research was conducted at the request of the Minister's office. All market research was conducted in line with the communication strategy and market research brief approved by the Ministerial Committee on Government Communications.
- d) None.

Family Law Reform Community Education Campaign

- a) The sum spent on opinion polls, focus groups or market research in the calendar year 2006 was \$234,916 exclusive of GST.
- b) The market research consultant for the campaign is Elliott and Shanahan Research.
- c) No market research was conducted at the request of the Minister's office. All market research was conducted in line with the communication strategy and market research brief approved by the Ministerial Committee on Government Communications.
- d) None.

Tsunami Warning Implementation Project

- a) The sum spent on opinion polls, focus groups or market research in the calendar year 2006 was \$19,500 exclusive of GST.
- b) The market research consultant is David Collins of Market Attitude Research Services.
- c) No market research was conducted at the request of the Minister's office. All market research was conducted in line with the project's communication strategy and project plan.
- d) None.

Review of Commonwealth Criminal Penalties

- (a) The Australian Institute of Criminology initial research on community expectations for the review of Commonwealth criminal penalties: \$80,000 (inclusive of GST).
- (b) The Australian Institute of Criminology was commissioned by the Department to conduct initial research on community expectations for the review of Commonwealth criminal penalties.
- (c) The AIC initial research on community expectations for the review of Commonwealth criminal penalties was commissioned by the Department with the approval of the Minister for Justice and Customs.
- (d) None for the AIC initial research on community expectations for the review of Commonwealth criminal penalties.

Human Rights and Equal Opportunity Commission

- a) \$21,173 (exclusive of GST) on market research for the development of a national community awareness strategy on age discrimination.
- b) Social Change Media.
- c) Nil.

d) Research into the key issues and barriers affecting ageing Australians feeds directly into the Commission's development of an age discrimination strategy. No formal cost benefit analysis was undertaken.

Federal Magistrates Court

a) \$5,720 (exclusive of GST) was spent on a staff satisfaction survey in 2006.

b) Profmark Consulting was appointed by the Federal Magistrates Court of Australia to undertake this survey.

c) The Federal Magistrates Court of Australia conducted no opinion polls, focus groups or market research at the request of the Minister's office.

d) No benefit-cost assessment has been carried out.

Family Court

a) Market Research \$14,562.90 (inclusive of GST).

b) Newspan Market Research.

c) None.

d) None.

AUSTRAC

With respect to AUSTRAC, in the 2006 calendar year:

a) \$95,254 (inclusive of GST).

b) The Open Mind Research Group.

c) None.

d) None.

Australian Security Intelligence Organisation (ASIO)

(a) - (d) To ensure ASIO's approach to recruitment is fresh and contemporary, a leading advertising agency conducted market research which enhanced the effectiveness of campaigns by attracting applicants who may not normally consider a career with ASIO.

For reasons of national security, it would not be appropriate to provide further details.

Australian Government Solicitor (AGS)

- a) \$13,553 (excluding GST) for a few client focus groups to gauge client satisfaction with AGS's legal services.
- b) AGS engaged Beaton Consulting to conduct the client focus groups.
- c) None.
- d) AGS is a government business enterprise (GBE) operating on a fully commercial and competitive basis in the provision of legal services primarily to Australian Government departments and agencies. AGS seeks client feedback to enable it to continue improving its service levels and to identify new services and business opportunities.

As a GBE that is required to return a profit and pay dividends to the Commonwealth, AGS continually reviews the activities it undertakes to ensure that they are cost-effective and to the benefit of AGS's ongoing business success and operational efficiency.

Australian Federal Police (AFP)

- a) Development of new online Client Satisfaction Survey \$40,000
(one-off cost inclusive of GST)
Conduct and report on first online survey \$25,300
(annual cost inclusive of GST)
- b) The AFP Client Satisfaction Survey is conducted annually to provide feedback on services provided by the AFP. It is conducted by the University of Queensland Social Research Centre.
- c) The survey was not requested by the Minister's office. Rather, 'client satisfaction' is a key performance indicator for the AFP. It is reported in the Annual Report and the Portfolio Budget Statement.
- d) None.

Australian Customs Service

- a) \$217,502.72 (inclusive of GST) was spent during 2006 for research services for the SmartGate public information campaign. \$163,482 (inclusive of GST) was expended during 2006 for the provision of a survey to assess the satisfaction of inbound international passengers with Customs services at the primary entry point.
- b) The Open Mind Research Group was contracted to undertake the SmartGate research services. AC Nielsen was contracted to provide the passenger satisfaction survey.
- c) None of these services were conducted at the request of the Minister's office.
- d) No benefit-cost assessments were undertaken for these services.