

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**ADDITIONAL ESTIMATES 2016-17**

Finance Portfolio  
28 February 2017

**Department/Agency:** Finance  
**Outcome/Program:** General  
**Topic:** Market research

**Senator:** Bilyk  
**Question reference number:** F89  
**Type of question:** Written  
**Date set by the committee for the return of answer:** Thursday, 13 April 2017

**Number of pages:** 1

**Question:**

1. How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign? If so, which campaign?

**Answer:**

1. \$152,944 (GST inclusive).
2. Austender Contract Notice Number: CN3351273:  
Hall and Partners Open Mind Pty Ltd.
3. Independent market testing.
4. No.