

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2016-2017 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: SQ17-000212

Topic: Market Research

Hansard page: Written

Senator Catryna Bilyk asked:

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. In calendar year 2016, the Department spent \$1.962 million (GST incl) on market research activities.

2-4. The Austender Contract Notice Numbers, purpose and whether it relates to advertising or an information campaign is provided in the table below.

Austender CN	Supplier	Description	Purpose	Contract Amount Paid (GST incl)
CN3292965	Colmar Brunton Pty Limited	Market research - DSS Data Exchange	Development of client survey pilot	347,270.00
CN3311334-A1, A2	Hall & Partners Open Mind Pty Ltd	Market research - Stop it at the start	Stop it at the start campaign	156,943.60
CN3321854-A1	Orima Research Pty Ltd	Corporate objectives services - Debit Card Trial Evaluation	Trial evaluation	431,558.40
CN3282937-A1, A2, A3	Taylor Nelson Sofres Australia Pty Limited	Market research - Stop it at the start developmental and concept testing research	Stop it at the start campaign	697,908.75
CN3305650	Taylor Nelson Sofres Australia Pty Limited	Market research - Stop it at the start behavioural change research	Stop it at the start campaign	28,600.00
CN3311893-A1, A2	Whereto Research Based Consulting Pty Ltd	Market research - National Disability Insurance Scheme	National Disability Insurance Scheme campaign	254,888.00
CN3349404	Orima Research Pty Ltd	Assessment and evaluation services – 2016 APS Census Survey Results	DSS staff survey	29,200.00
CN3325483	Australian Public Service	Market research – 2016 APS Employee Census	DSS staff survey	16,000.00
			Total	1,962,368.75