

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Telecommunications Universal Service Management Agency

Question No: 439

Program No. Telecommunications Universal Service Management Agency (TUSMA)

Hansard Ref: In Writing

Topic: Market research

Senator LUDWIG asked:

List any market research conducted by the Department/Agency since 7 September 2013.

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?

Answer:

1. \$49,985 (GST Inclusive).
2. \$49,985; Voice-Only Migration Programme.
3. Orima Research Pty Ltd.
4. Several organisations identified with relevant experience in migrating customers to new technologies were approached through a Request for Quotation process via a panel arrangement.
5. Victoria and New South Wales (metropolitan and regional).
6. Fieldwork, including full focus groups, mini focus groups and in-depth interviews.
7. Yes.
8. Participants with voice-only services and participants in caring roles, from a variety of demographic background (income, age group, education level, employment status, etc).