

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Australia Council for the Arts

Question No: 276(h)

Australia Council

Hansard Ref: Written, 01/06/2017

Topic: Market Research

Senator Farrell, Don asked:

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?

- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

Answer:

In 2016-17 Council has spent \$211,725 (including GST) on market research. Further detail on each contract for market research is attached.

	National Arts Participation Survey	Research on China's market for international orchestras	Indigenous participation in arts and cultural expression and the relationship with wellbeing	Survey of Australian Book Readers	Arts insights from ticketing data
The subject of the market research;	Latest edition in a series that measures Australians' engagement with the arts.	Research on key markets in China for international orchestras and a snapshot of the activity of six Australian symphony orchestras	Indigenous participation in arts and cultural expression and the relationship with wellbeing, drawing on data from the National Aboriginal and Torres Strait Islander Social Survey.	A survey of contemporary book reading preferences, attitudes and behaviours.	A pilot project using ticket data to report statistics on arts events, venues and audiences.
The supplier;	Focus groups and survey - 10 THOUSAND FEET; segmentation - Morris Hargreaves McIntyre; research on societal attitudes - ARC Public.	Ping Pong Productions (Beijing Meiang International Cultural Exchange)	Centre for Aboriginal Economic Policy Research (CAEPR), ANU Centre for Social Research and Methods	A partnership with Macquarie University	TEG Analytics
Whether the supplier has been engaged previously and if so, for which contracts;	No	No	No	Yes, a series of 5 economic studies of professional artists over the last 30 years.	No
The total value of the contract;	\$118,581.65 (including GST)	\$25,000 (GST not applicable)	\$8,517 (excluding GST)	\$24,675 (including GST)	\$31,000 (excluding GST)
The term of the contract (time);	11 months	4 months	5 months	13 months	5 months
The date that the decision was taken to seek market research on the topic;	30 March 2016	June 2016	August 2016	May 2016	March 2017
The date the contract was opened to tender or selection process;	19 April 2016	N/A	29 September 2016	N/A	10 May 2017
The date the supplier was engaged;	9 June 2016	17 June 2016	3 November 2016	21 June 2016	Week starting 13 June 2017
Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;	Full tender	Specialist supplier selected	Request for quote from specialist supplier	No tender process - the Australia Council partnered on a project that Macquarie University was undertaking	Closed tender process, targeting all relevant ticketing companies
Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;	No	No	No	No	No
Whether the Minister, or the Minister's Office, requested that the research be conducted;	No	No	No	No	No
Whether the Minister approved the decision to conduct market research;	No	No	No	No	No
Whether the Minister approved the contract with the supplier;	No	No	No	No	No
Whether the Minister or the Minister's office was consulted on questions asked;	No	No	No	No	No
Whether the Minister or the Minister's office received a copy of the market research;	The Minister's office has been briefed on the results and will receive a copy when finalised.	No. Report was sent to key DFAT colleagues at the Australian Embassy China.	No	The Minister's office was briefed on the results and provided with a copy.	Project still underway. Minister's office will be briefed and provided with a copy of the research on completion.
If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);	No	No	No	No	No

If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;	No	No	No	No	No
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	No	DFAT	No	No	No
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	No	No	No	No	No
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	Yes, the costs were reduced because of a change in fieldwork of the quantitative survey that led to a reduction in telephone interviews and increase in online interviews.	No	No	No	No
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	Scope expanded, based on results of survey, to incorporate a second stage of focus groups exploring societal attitudes.	No	With agreement of both parties, deliverables and authorship were adjusted.	No	No
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	This is the third in a series of surveys, Previous editions were undertaken in 2009 and 2013. Following tender processes the same suppliers was used in 2009 & 2013. New suppliers was used in 2016 17.	No	No	No	No