

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates May 2017**

**Communications Portfolio**

**Screen Australia**

**Question No: 276(m)**

**Screen Australia**

**Hansard Ref: Written, 01/6/2017**

**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?

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- Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

**Answer:**

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

- **The subject of the market research;**  
Measuring the Cultural Value of Australia's Screen Sector.
- **The supplier;**  
Olsberg SPI Limited
- **Whether the supplier has been engaged previously and if so, for which contracts;**  
Olsberg SPI Chairman Jonathan Olsberg was engaged by Screen Australia as an External Assessor for the Enterprise Program from 2009 to 2013 inclusive. He was contracted as an expert on screen industry financing, global markets, and screen business sustainability. The Enterprise program funds screen businesses to grow, achieve sustainability, conduct innovative programs that achieve sector-wide benefits, and access new markets.
- **The total value of the contract;**  
Olsberg SPI was paid AUD\$107,550.00 (no GST payable)
- **The term of the contract (time);**  
February 2016 to November 2016
- **The date that the decision was taken to seek market research on the topic;**  
October 2015
- **The date the contract was opened to tender or selection process;**  
A research brief/request for proposals was issued on 18 November 2015
- **The date the supplier was engaged;**  
18 January 2016
- **Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;**  
A request for proposals was issued to five firms in November 2015.
- **Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;**  
N/A

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- **Whether the Minister, or the Minister's Office, requested that the research be conducted;**  
No
- **Whether the Minister approved the decision to conduct market research;**  
No
- **Whether the Minister approved the contract with the supplier;**  
No
- **Whether the Minister or the Minister's office was consulted on questions asked;**  
No
- **Whether the Minister or the Minister's office received a copy of the market research;**  
Yes
- **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);**  
N/A
- **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;**  
N/A
- **At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?**
  - The following departments and agencies were consulted during the scoping of the proposal:
    - The National Film and Sound Archive
    - State and Territory screen agencies
    - **Non-government agencies were consulted during the drafting phase of the project brief, including** the Australian Screen Industry Group (ASIG), which is made up of: The Australian Writers Guild, the Australian Directors Guild, Australian Cinematographers Society, Australian Production Design Group, Media Entertainment and Arts Alliance, Screen Producers Australia, Australian Screen Editors, Australian Guild of Screen Composers, Australian Screen Sound Guild, Women in Film and Television (WIFT) NSW)
  - **The following departments and agencies were consulted:**
    - Screen West
    - Department of Foreign Affairs and Trade
    - Australian Children's Television Foundation

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- Screen Australia
  - SBS
  - National Film and Sound Archive
  - Screen Territory
  - NITV
  - Screen ACT
  - Australian Film Television and Radio School
  - Screen Tasmania
  - South Australian Film Corporation
  - Film Victoria
  - Screen Queensland
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- **At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?**  
No
  
  - **At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?**  
No
  
  - **At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?**  
Olsberg SPI collaborated throughout the project, notably during the design and execution of a survey of Australian and international audiences. This collaboration saw some modifications of the project timeline.
  
  - **Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?**  
No