

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2014**

**Communications Portfolio**

**Department of Communications**

**Question No: 393**

**Program No. Corporate**

**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:**

The Department's financial expenses are recorded on accrual accounting basis, with these items reconciled at the end of every month. To provide expense data at any date other than month-end would risk misstatement of the Department's position and require an unreasonable diversion of departmental resources.

For the Digital Switchover and Retune campaigns please refer to the response to QoN 389. A market research project was commissioned by the Digital Economy Policy branch. Further detail is provided below.

1. Total market research expenses between 1 September 2013 to 31 January 2014 of \$20,700.00 (GST excl).
2. Total costs included project set up, recruitment, fieldwork, analysis and reporting.
3. Hall and Partner Open Minds.
4. Open tender.
5. Melbourne.
6. Small discussion groups and phone interviews.
7. Yes.
8. Based on the criteria provided by the Department, participants were selected during a phone interview with a script to assess their relevance to the research. The primary target audience for the Digital Business website is Australian small to medium enterprises, not-for profit organisations and community organisations.