

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry Portfolio
Additional Budget Estimates Hearing 2013-14
27 February 2013

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY

TOPIC: Market Research

REFERENCE: Written Question – Senator Ludwig

QUESTION No.: AI-87

List any market research conducted by the department/agency since 7 September 2013.

- a. List the total cost of this research
- b. List each item of expenditure and cost, broken down by division and program
- c. Who conducted the research?
- d. How were they identified?
- e. Where was the research conducted?
- f. In what way was the research conducted?
- g. Were focus groups, round tables or other forms of research tools used?
- h. How were participants for these focus groups et al selected?

ANSWER

- a. The cost of market research for the Department for the period 7 September 2013 to 28 February 2014 is \$59,000 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported.
- b. The research was conducted by the Portfolio Regulation Reform Taskforce for the Business Entry Point Initiative
- c. The research was conducted by Databuild Pty Ltd.
- d. Open Tender.
- e. The research was conducted by telephone survey.
- f. Refer to the response to question e.
- g. No.
- h. By a purchased list.