

Senate Finance and Public Administration Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2017 - 2018, 26 May 2017

Ref No: SQ17-000569

OUTCOME: 0 - Whole of Portfolio

Topic: Market Research

Type of Question: Written Question on Notice

Senator: Farrell, Don

Question:

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:

The Department of Health commissions market research to inform the development of policies and delivery of programs including health promotion campaigns.

Suppliers for campaign-related research are sourced by a limited tender approach through the Department of Finance's Communication Multi-Use List. Policy based research may also be sourced from the Department's Panel of Reviewers and Evaluators or make use of other Department panels. Suppliers are all members of the Australian Social and Market Research Society.

Details of market research are published each year in the Department's Annual Report [http://www.health.gov.au/internet/main/publishing.nsf/Content/annual-report2015-16-cnt2/\\$File/part-3-management-and-accountability.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/annual-report2015-16-cnt2/$File/part-3-management-and-accountability.pdf) and published on Austender.

Details of market research conducted in the 2016 calendar were supplied in SQ17- 000256 in April 2017.

Collation of the further information would be an unreasonable diversion of Department Resources.