

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: Cross

Question No: 11

Topic: Open Mind

Hansard Page: 28/05/2012 - CA15

Senator Bernardi asked:

Could you provide details of all contracts entered into with Open Mind? What was the total spent on those contracts and whether they were tendered in the usual manner? Please provide copies of any reports that were generated by the market research work.

Answer:

The following table details all contracts the department has entered into with Hall & Partners Open Mind Pty Ltd (formally Open Mind Research Group Holdings Pty Ltd) since 2007:

Contract title	Total Paid incl GST as at 31 May 2012 (GST inclusive)	Procurement Process
Paid Parental Leave developmental market research	\$403,339	The Department used the Department of Finance and Deregulation's Communication Multi-Use List (CMUL); 5 companies were invited to submit a proposal.
Market test the two Paid Parental Leave booklets	\$13,145	The Department engaged Open Mind directly from the CMUL.
Market research to assess the need for communications activities that may be necessary in the introduction of the Australian Government's proposed gambling reforms	\$462,132	The Department used its Communication Market Research Panel; 4 companies were invited to submit a proposal.
Market research to test problem gambling creative concepts	\$170,561	The Department used its Communication Market Research Panel; Open Mind was engaged to do this work as a continuation of the work already performed (see above).
Market research into Australian Seniors Workforce Participation	\$83,930	The Department used its Communication Market Research Panel; 4 companies were invited to submit a proposal.
Consultancy services	Nil (the work has not yet been performed as at 31 May 2012)	The Department used its Communication Market Research Panel; 3 companies were invited to submit a proposal.

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Seniors publications including: • <i>Home and Aged Care Options;</i> • <i>Investing for Your Retirement;</i> • <i>Retirement Income Streams; and</i> • <i>Seniors Information Kit.</i>	\$147,345	The Department used its Communication Market Research Panel; 4 companies were invited to submit a proposal.
Concept testing research for the Paid Parental Leave Campaign	\$362,589	The Department engaged Open Mind directly from the CMUL.

The market research undertaken by Hall & Partners Open Mind Pty Ltd continues to inform development and implementation of these policies and programs. As such, the Department has no plans to release the research publicly, apart from the *Paid Parental Leave: Developmental Research Report*. A copy of this report is available on the Department's website.