

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 164

Hearing: Additional Estimates

Outcome: Corporate

Programme: Corporate Strategies Division (CSD)

Topic: AusTender Contracts

Hansard Page: N/A

Question Date: 19 February 2016

Question Type: Written

Senator Bilyk asked:

In relation to the contract CN3311955 as notified on AusTender, award to Orima Research Pty Ltd for “Media and Public Relations”:

- a) Which division of the Department commissioned the research?
- b) Was there an open tender process for this contract?
- c) What topic or policy was subject to research? Provide a summary of the subject matter of the research exercise.
- d) Is it the Government’s intention for the research to inform an advertising campaign? If so, what budget has been allocated for the advertising campaign?
- e) Where was the research conducted?
- f) In what way was the research conducted, and what research tools were used?
- g) Were focus groups used? If so, on what dates, and how many participants were involved for each the focus groups convened?
- h) What other forms of research tools were used?
- i) Has the Minister been briefed, and/or provided with a copy of the results of the research (please specify)?

Answer:

- a) Biodiversity Conservation Division
- b) No. The Department conducted a limited tender using the Department of Finance’s Whole-of-Government Communications Multi-Use List (CMUL).
- c) The Green Army Programme.
- d) Yes. The Green Army Recruitment and Call for Projects Campaign was launch on 3 August 2015. The overall budget for the campaign is up to \$5 million.
- e) Research was conducted in Melbourne Victoria, Parramatta/Sydney New South Wales, Cairns Queensland, Launceston Tasmania, Port Lincoln South Australia and Alice Springs Northern Territory.
- f) Research was conducted through 12 full focus groups, 10 mini focus groups, 2 face-to-face in-depth interviews, 40 telephone in-depth interviews, an online survey, an Indigenous survey conducted face-to-face and a telephone survey.

g) Yes. The focus groups were conducted between 20 January and 18 February 2015.

The number of participants are outlined in the table below:

	Parramatta/ Sydney	Melbourne	Cairns	Launceston	Port Lincoln	Alice Springs	TOTAL
Full focus group	28	31	-	18	26	-	103
Mini focus group	5	10	12	5	-	11	43
In-depth interviews (face-to-face)	-	-	2	-	-	-	2
In-depth interviews (telephone)				40			40
TOTAL	33	41	14	23	26	11	188

h) Research tools are described in the answer to f).

i) Yes. The Minister was briefed on the results as part of the Department's development of the Green Army Recruitment and Call for Projects Campaign.