

**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:

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