

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

Question No: 212
Hearing: Additional Estimates
Outcome: Corporate
Program: Policy Analysis and Implementation (PAAI)
Topic: Market Research
Hansard Page:
Question Date: 10 March 2017
Question Type: Written

Senator Bilyk asked:

What was the purpose of this market research?
Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

1.

Ernst & Young:	Consultancy to document pathways through which used electric equipment is exported from Australia
ORIMA Research:	Partnerships for the Reef marketing, branding and communications strategy
JWS Research:	Inform development, marketing and promotion of Australian Government information services including State of the Environment 2016
Winton Sustainable:	Air quality emissions standards
UI Group:	Usability testing, Energy Rating Calculator, Light Bulb Saver app and video
Colmar Brunton:	Consumer research on light bulb labelling

2. The ORIMA and JWS research informed broad communication strategies. None of the research contracts above related to an advertising or information campaign.