

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings May 2014

Communications Portfolio

NBN Co Limited

Question No: 331

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Market Research

Senator Ludwig asked:

List any market research conducted by the Department/Agency since 25 February 2014:

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?

Answer:

1. Between 25 February 2014 and 30 June 2014 the total cost of market research undertaken by NBN Co was: \$1,755,405 (ex-GST)
- 2 – 8. Refer below:

Item/ Program (2)	NBN Co Division (2)	Cost ex- GST (2)	Research Agency (3)	Research Agency Identification (4)	Research Location/s (5)	Methodology (6&7)	Participant Selection (8)
Brand research	Chief Customer Officer	\$29,500	Blaze- International	Agency is one of five companies appointed to the NBN Co Market Research Panel in August 2013	Coffs Harbour and Western Sydney, NSW.	Qualitative focus groups	Research Agencies recruited participants based on research objectives. Practices were guided by relevant industry practices and standards, such as: • ISO 20252- International Standard for Market and Social • Code of Professional Behaviour of the Australian Market and Social Research Society • Market and Social Research Privacy Principles.
DD-3 Migration Campaign Tracking Research.	Chief Customer Officer	\$212,100	Colmar Brunton		Selected NBN RFS locations where disconnection from the copper network took place in May 2014	Quantitative CAPI (Computer Assisted Personal Interviewing - completed face to face)	
Location identification and registration MDU's with lift phone	Chief Customer Officer	\$35,712	Colmar Brunton		First 15 FSAMs	Walk out	
Local Area Marketing Campaign Creative Testing	Chief Customer Officer	\$45,250	Colmar Brunton		Selected NBN RFS locations and locations where NBN is soon to be available	Qualitative focus groups	
Medical Alarm Register Communications testing	Chief Customer Officer	\$20,500	Colmar Brunton		Orange, Mornington, Hobart, Coffs Harbour.	Qualitative 1:1 interviews	
Device compatibility resources: cognitive test	Chief Customer Officer	\$12,665	Colmar Brunton		Selected NBN RFS locations and locations where NBN is soon to be available	Qualitative focus groups	
PIM consumer sentiment tracking	Chief Customer Officer	\$200,310	Newspoll- Government & Social Research division		Nationwide	Quantitative survey using CATI (Comp assisted phone Interviewing) &	

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Item/ Program (2)	NBN Co Division (2)	Cost ex- GST (2)	Research Agency (3)	Research Agency Identification (4)	Research Location/s (5)	Methodology (6&7)	Participant Selection (8)	
						online		
PIM consumer sentiment tracking- wave three	Chief Customer Officer	\$ 242,246	Newspoll- Government & Social Research division		Nationwide	Quantitative survey using CATI		
End user experience tracking	Chief Customer Officer	\$135,000	Evolve Research And Consulting		NBN Co Roll out area's	Quantitative, on line survey		
NBN Connected Communities Research	Chief Customer Officer	\$65,100	Evolve Research And Consulting		Nationwide	Quantitative online		
Stakeholder Readiness Legacy Services	Chief Customer Officer	\$64,442	Evolve Research And Consulting		Nationwide	Mystery shopping, collateral review		
Government engagement index	Chief Customer Officer	\$122,014	Forethought Pty Ltd		Nationwide	Face to Face in depth interviews		
Customer Engagement Index	Chief Customer Officer	\$267,354	Forethought		Nationwide	Face to Face in depth interviews		
FTTB Pilot - customer experience program	Chief Customer Officer	\$63,212	Quantum Market Research		Known through previous work undertaken and tested with a proposal & quote	Nationwide	One-on-One interviews, In person or by phone	
Long Term Satellite - Design Program	Chief Customer Officer	\$240,000	Fifth Quadrant		Expertise in user-centred design and selected through a Request for Quote process	Nationwide	Workshops, at end-user premises, community locations	

- Costs included are actual costs for completed research, and estimated total costs for in flight research in this period.
- Our response is based on externally completed market research only – i.e. where we've recruited an external participant to provide information via a survey, 1:1 interview or group discussion etc. and does not include purchase of general reports, software for completing research, etc.
- This response includes all relevant research work completed by NBN Co teams under Chief Customer Officer.