

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Estimates Hearings May 2014

Communications Portfolio

Department of Communications

Question No: 659

Program No. Corporate

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:

The Department's financial expenses are recorded on accrual accounting basis, with these items reconciled at the end of every month. To provide expense data at any date other than month-end would risk misstatement of the Department's position and require an unreasonable diversion of departmental resources.

Market research details for the Retune Communication Campaign, the Digital Switchover Communication Campaign and the Cyber-Safety and Security area are below:

Retune Communication Campaign

1. Total market research expenses between 1 February 2014 and 30 April 2014 of \$176,742.81 (GST excl).
2. Total costs included project set up, recruitment, fieldwork, analysis and reporting.
3. ORIMA Research.
4. Select tender via communication multi-use list.
5. Melbourne, Bendigo, Sydney, Spencer Gulf North, Wynyard, Richmond/Tweed, Murwillumbah and the Gold Coast.
6. Small discussion groups and phone interviews.
7. Yes.
8. Based on the criteria provided by the Department, participants were selected during a phone

interview with a script to assess their relevance to the research. The primary target audiences for the Gold Coast concept testing research were body corporate managers and residents of multi-dwelling units.

Digital Switchover Communication Campaign

1. Total market research expenses between 1 February 2014 and 30 April 2014 of \$85,770.00 (GST excl).
2. Total costs included analysis and reporting.
3. ORIMA Research.
4. Select tender via communication multi-use list.
5. No active research was conducted.
6. No active research was conducted.
7. No.
8. N/A.

Cyber-Safety and Security

1. Total expenses of the Online Safety market research incurred between 1 February 2014 and 30 April 2014 were \$59,660.00 (GST excl).
2. a. Youth awareness of cyber-bullying as an offence, \$83,900 (GST excl).
b. Estimates of cyber-bullying incidents dealt with by Australian schools, \$39,740 (GST excl).
3. a. GfK Australia.
b. IRIS Research.
4. Both research agencies were identified from the Department's Research Services Panel.
5. a. GfK Australia conducted focus groups in Wollongong, Melbourne, Sydney and the Gold Coast during January 2014 and online research during February 2014.
b. IRIS Research conducted online research during February and March 2014.
6. Refer to the response at 5a and 5b.
7. a. Yes.
b. Not applicable.
8. a. Participation in the market research undertaken by GfK Australia was voluntary with participants sourced from a market research panel. Parental consent was a condition of participation as survey participants were aged 10 to 17.
b. Participation in the market research undertaken by IRIS Research was voluntary with participants sourced from a random sample of Australian schools. Approval to undertake research was gained from state and territory education authorities where required.