

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

**Question No:** 241  
**Hearing:** Budget Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division  
**Topic:** Portfolio wide – market research  
**Hansard Page:** N/A  
**Question Date:** 26 May 2014  
**Question Type:** Written

**Senator Ludwig asked:**

List any market research conducted by the department/agency since Additional Estimates in February, 2014:

- a) List the total cost of this research
- b) List each item of expenditure and cost, broken down by division and program
- c) Who conducted the research?
- d) How were they identified?
- e) Where was the research conducted?
- f) In what way was the research conducted?
- g) Were focus groups, round tables or other forms of research tools used?
- h) How were participants for these focus groups et al selected?

**Answer:**

***Department of the Environment***

Nil. No market research was conducted by the Department during this period.

***Australian Antarctic Division***

Nil. No market research was conducted by the Australian Antarctic Division during this period.

***National Water Commission***

Nil. No market research was conducted by the National Water Commission during this period.

***Clean Energy Regulator***

- a) \$80,000.
- b) \$80,000 – Clean Energy Regulator.
- c) The Clean Energy Regulator engaged the law firm Clayton Utz to provide legal services in relation to the development of and consultation on a standard form carbon abatement contract. As part of that process, Clayton Utz engaged a specialist consultant, Seed Advisory, to conduct a market assessment and provide specialist advice in relation to the appropriate duration of carbon abatement contracts. The resulting cost has been billed by Clayton Utz as a legal disbursement.
- d) Clayton Utz identified Seed Advisory.
- e) Online survey, telephone interviews and face-to-face interviews were conducted with participants, who were Australia wide.
- f) Online survey and telephone interviews were conducted with participants, who were Australia wide.
- g) Structured online survey, telephone and face-to-face interviews were used.

- h) The Department of the Environment put forward companies from the Carbon Farming Initiative or the Emissions Reduction Fund consultation processes, identified as either having previously implemented an emissions reduction or sequestration project, or having the capacity and interest to do so in the future.

***Bureau of Meteorology***

- a) \$67,837.00
- b) Environment and Research Division.
- c) ORC International Pty Ltd.
- d) Limited Tender.
- e) Melbourne, Sydney and Perth.
- f) Face to face interviews and phone interviews.
- g) No.
- h) Not applicable.

***Sydney Harbour Federation Trust***

- a) The total cost of the research conducted by the Sydney Harbour Federation Trust was \$358.26.
- b) The total cost was made up of a monthly subscription to the iPad Application Quicktap, with fees ranging from \$68.00 - \$77.86 over a five month period.
- c) The market research was completed by the Sydney Harbour Federation Trust marketing team and two volunteers.
- d) The market research was completed using internal resources.
- e) The market research was conducted on Cockatoo Island, Sydney Harbour.
- f) The market research focused on Cockatoo Island visitors and was conducted on two iPads, using the Application Quicktap to record answers.
- g) No
- h) NA

***Director of National Parks***

Nil. No market research was conducted by The Director of National Parks during this period.

***MDBA***

Nil. No market research was conducted by The Murray–Darling Basin Authority during this period.

***Climate Change Authority***

Nil. No market research was conducted by the Climate Change Authority during this period.

***GBRMPA***

Nil. No market research was conducted by the Great Barrier Reef Marine Park Authority during this period.