

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Special Broadcasting Service

Question No: 276(c)

Special Broadcasting Service

Hansard Ref: Written 01/06/2017

Topic: Market Research

Senator Farrell, Don asked:

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Special Broadcasting Service

proposal for market research to be conducted, if so, what changes and to what aspects were they made;

- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?

Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

Answer:

In 2016-17, SBS spent a total of \$503,400 on market research with the following providers: Clarity Market Research, Ebiquity, Hall & Partners Open Mind, McNair Ingenuity and Pollinate.

Details of individual contracts, including value, are contractually commercial in confidence as disclosure of this information may disadvantage a contractor and advantage competitors in their business operations.

As an independent corporate Commonwealth entity SBS does not require nor did it seek Ministerial or Departmental approval to engage these providers.

Subject	Supplier	Previous engagement of supplier	Term of the contract	Date that decision was taken to seek market research on the topic	Date opened to tender/selection process	Date of engagement of supplier	Full/partial/closed tender process (if applicable)	Does the supplier exist on a pre-approved list?	When was the supplier added to the list (if applicable)
Marketing Campaign Evaluation	Hall & Partners Open Mind	SBS and Hall & Partners entered into a Campaign Evaluation contract on 21 September 2016	Twelve months	June 2016	Two months prior to contract	21 September 2016	Partial	No	N/A
SBS Brand Tracker Research	Clarity Market Research	SBS and Clarity entered into an agreement on 1 February 2015. The contract was amended on 25 July 2016 for brand tracking.	Variable depending on project roll-out	Ongoing engagement	Two months prior to contract	Last contract variation signed 3 August 2016	Partial	No	N/A
News and Current Affairs	Hall & Partners Open Mind	SBS and Hall & Partners entered into a Campaign Evaluation contract on 21 September 2016	Variable depending on project roll-out	March 2017	Two months prior to contract	17 May 2017	Partial	No	N/A
In-language research	McNair Ingenuity	SBS and McNair have been engaged in contracts for approximately 18 years. An amendment was made to a language study contract on 11 May 2015 and a new contract was entered into on 1 July 2016	Twelve months	N/A	Two months prior to contract	19 June 2017	Partial	No	N/A
SBS On Demand / VOD Services	Hall & Partners Open Mind	SBS and Hall & Partners entered into a Campaign Evaluation contract on 21 September 2016	Agreed timeline of project	Apr/May 2016	Two months prior to contract	14 April 2016	Partial	No	N/A
Putting the Us in Aussie 2017 Update	Pollinate	Pollinate were engaged to conduct the original research in 2015	Variable depending on project roll-out	March 2017	N/A	March 2017	Partial	No	N/A
Cultural Diversity in Advertising	Ebiquity	No previous engagement	Three month project (Apr - Jun, 2017)	March 2017	N/A	April 2017	N/A	No	N/A