

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

The Australian Communications and Media Authority

Question No: 276(d)

The Australian Communications and Media Authority

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 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?

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- 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:

The Australian Communications and Media Authority (ACMA) understands market research to relate to research to gain an understanding of the views of stakeholders and the general public of the ACMA and its performance. As at 9 June 2017, the total amount spent on market research for the 2016-17 financial year for the ACMA was \$5,180.65.

Specific information in relation to each contract is detailed in Attachment A.

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Subject	Supplier	Has supplier previously been engaged? if so, which contracts?	Total value expenditure 2016-17	Term of contract	Date of decision to seek market research	Date contract opened	Date supplier engaged	Subject to tender process - full, partial or closed	Pre approved supplier	Requested by minister's office	Did minister approve decision to conduct market research?	Did minister approve contract with supplier?	Was minister's office consulted on questions asked?	Did minister's office receive copy of market research?	If research decision initiated by dept, was minister's office consulted before proceeding, and if so, in what form (written, verbal)?	If research decision initiated by dept, did minister or office make changes to proposal? If so, what?	At any stage were other agencies consulted?	At any time were other ministers or pm consulted?	Did the expected cost change?	Did the scope, question or supplier change?	Have any topics of market research been conducted and then conducted again by same or different supplier?
ACMA engagement survey program 2011-16	Orima research Pty Ltd	Yes - ACMA enterprise agreement *	\$5,180.65	6 months	2/04/2011	3/05/2011	22/08/2011	Full	Yes 1/07/2009	No	No	No	No	No	N/a	N/a	No	No	No	No	No
			Total \$ 5,180.65																		

* The ACMA utilised the ASPSC panel for education and training services, established in 2009. ACMA is an eligible agency and Orima is one of 224 listed providers. The ACMA engaged Orima from this panel, to conduct ACMA staff surveys 2011-2016. This contract was extended to allow for Orima to conduct staff surveys in 2017 with an option to extend into 20181.