

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
National Collecting Institutions

Question No: 276(l)

National Collecting Institutions

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:

National Collecting Institutions

- Australian National Maritime Museum
- Bundanon Trust
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery of Australia
- Old Parliament House

Australian National Maritime Museum

The total amount is \$71,538.71.

The subject of the market research:	
1	Comparison of visitor opinion on two exhibitions: <i>Horrible Histories Pirates</i> and <i>Arctic Voices</i> .
2	Volunteers survey - set up, data collection, supply data
3	Data entry and tables for Family Fun Sunday survey and Hosting, interviewing and date management for topics survey
4	Data analysis and report – <i>Wildlife Photography of the Year</i> exhibition
5	Data entry input to Survey Monkey for <i>Sea Saur</i> s exhibition front-end evaluation
6	Front-end evaluation surveys for <i>Sea Saur</i> s exhibition
7	Tracking and surveys – <i>Wildlife Photography of the Year</i> exhibition
8	Tracking and surveys, and data entry for <i>Wildlife Photography of the Year</i> exhibition backpacks surveys
9	Annual fee for use of Survey Monkey online survey tool
10	Museum Visitor Exit Surveys
11	Audience research for the museum's proposed brand design concept
12	Management of the museum's proposed brand design concept testing
13	Volunteer study: Survey data analysis and draft report and final report
The supplier:	
1	McNair Ingenuity Research Pty Ltd
2	McNair Ingenuity Research Pty Ltd
3	McNair Ingenuity Research Pty Ltd

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4	McNair Ingenuity Research Pty Ltd
5	Lyndall Linaker
6	Lyndall Linaker
7	Lyndall Linaker
8	Lyndall Linaker
9	Survey Monkey
10	Strategy 8 Consulting
11	Nosey Parker
12	Lynda Kelly Networks
13	Lynda Kelly Networks
Whether the supplier has been engaged previously and if so for which contracts:	
1-13	Yes. The supplier has been previously engaged to conduct various similar non-ongoing market research projects for the museum.
The total value of the contract:	
1	\$10,350
2	\$3,150
3	\$9,700
4	\$1,450
5	\$420
6	\$1,050
7	\$630
8	\$2,432.50
9	\$96.21
10	\$9,900
11	\$20,000
12	\$9,360
13	\$3,000
The term of the contract (time):	
1	2 weeks
2	4 weeks
3	1 week
4	1 week
5	1 week
6	1 week
7	1 week
8	2 weeks
9	1 year
10	4 weeks
11	5 weeks
12	9 weeks
13	3 weeks
The date that the decision was taken to seek market research on the topic:	

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1	1 March 2017
2	14 November 2016
3	4 October 2016
4	2 February 2016
5	12 October 2016
6	12 October 2016
7	2 February 2016
8	2 February 2016
9	22 September 2016
10	27 November 2016 and 6 April 2017
11	19 January 2017
12	19 January 2017
13	14 November 2016
The date the contract was opened to tender or selection process:	
1	14 March 2017
2	6 December 2016
3	11 November 2016
4	6 September 2016
5	2 November 2016
6	12 October 2016
7	10 August 2016
8	24 July 2016
9	30 October 2016
10	27 November 2016 and 6 April 2017
11	18 April 2017
12	24 February 2017
13	5 January 2017
The date the supplier was engaged:	
1	20 March 2017
2	6 December 2016
3	11 November 2016
4	6 September 2016
5	2 November 2016
6	12 October 2016
7	10 August 2016
8	24 July 2016
9	30 October 2016
10	27 November 2016 and 6 April 2017
11	8 May 2017
12	10 April 2017
13	5 January 2017
Whether the contract was subject to a tender process including whether there was a full partial or closed tender process:	

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1 -13	The amounts do not meet the thresholds for tender although local procurement requirements were adhered to.
Does the supplier exist on a pre-approved supplier list if so when were they added to that list:	
1	Yes, June 2015
2	Yes, June 2015
3	Yes, June 2015
4	Yes, June 2015
5	No
6	No
7	No
8	No
9	N/A
10	Yes, June 2015
11	No
12	No
13	No
Whether the Minister, or the Minister's Office, requested that the research be conducted:	
1-13	No
Whether the Minister approved the decision to conduct market research:	
1-13	No
Whether the Minister approved the contract with the supplier:	
1-13	No
Whether the Minister or the Minister's office was consulted on questions asked:	
1-13	No
Whether the Minister or the Minister's office received a copy of the market research:	
1-13	No
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):	
1-13	No
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:	
1-13	No
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	
1-13	No
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	
1-13	No
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	
1-11 and 13	No

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12	Yes, the expected cost changed by \$600 due to focus groups extending over a greater period of time than expected due to scheduling.
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	
1-13	No
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	
1-9	No
10 - 13	Yes

Bundanon Trust

1. Nil.
2. Not applicable.

National Film and Sound Archive

The total amount is \$11,000 (excl GST).

The subject of the market research:	
	The redevelopment of the NFSA's <i>corporate website</i> https://www.nfsa.gov.au/ .
The supplier:	
	Colmar Brunton Pty Ltd.
Whether the supplier has been engaged previously and if so for which contracts:	
	the supplier has not previously been engaged by the NFSA.
The total value of the contract:	
	\$11, 000 excluding GST.
The term of the contract (time):	
	16 February 2017 – 12 April 2017.
The date that the decision was taken to seek market research on the topic:	
	1 February 2017.
The date the contract was opened to tender or selection process:	
	2 February 2017.
The date the supplier was engaged:	
	15 February 2017.
Whether the contract was subject to a tender process including whether there was a full partial or closed tender process:	
	No tender process was undertaken as the estimated value of the work did not meet the tender threshold.
Does the supplier exist on a pre-approved supplier list if so when were they added to that list:	
	No

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Whether the Minister, or the Minister's Office, requested that the research be conducted:	
	No
Whether the Minister approved the decision to conduct market research:	
	No
Whether the Minister approved the contract with the supplier:	
	No
Whether the Minister or the Minister's office was consulted on questions asked:	
	No
Whether the Minister or the Minister's office received a copy of the market research:	
	No
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):	
	No
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:	
	No
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	
	No
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	
	No
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	
	Yes. The original proposal of \$12,200 (excluding GST) was reduced to \$11,000 (excluding GST) following a scope change requested by NFSA.
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	
	Yes, the original proposal of one "in-person" focus group was changed to two "on-line" focus groups. Several revisions of the scripts for each user group were requested by the NFSA.
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	
	No

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National Gallery of Australia

The total amount is \$108,561 (inc GST).

The subject of the market research:	
1	Visitor Experience Research, a monthly online study testing the NGA's visitor demographics and experience.
2	Post event market research to assess the impact of the 2016-2017 exhibition, <i>Versailles: Treasures from the Palace</i> , on visitors, locals and the ACT economy, identifying and evaluating event satisfaction, economic, tourism and community impact and marketing effectiveness
The supplier:	
1	Hall & Partners Open Mind Pty Ltd (ABN 28 130 990 288).
2	Nielsen Sports Pty Ltd (legal name change effective from 4 April 2017, formerly Repucom Pty Ltd ABN: 59 106 863 325).
Whether the supplier has been engaged previously and if so for which contracts:	
1	Yes, Visitor Experience Research and Exhibition Testing in 2015-16.
2	Sixth year that Nielsen Sports (previously Repucom) has provided post event evaluation for National Gallery of Australia exhibitions (Tom Roberts, Gold and the Incas: Lost Worlds of Peru, Toulouse-Lautrec: Paris and the Moulin Rouge, Turner from the Tate: The Making of a Master, and James Turrell: A Retrospective.)
The total value of the contract:	
1	\$83,492 inc GST
2	\$25,069 inc GST
The term of the contract (time):	
1	Project was a six month contract from Jan 2016 (July September 2016), followed by three further extensions (Oct-Dec 2016, Jan-March 2017, April-June 2016).
2	31/01/17 till deliverable date 31/05/17
The date that the decision was taken to seek market research on the topic:	
1	Jan 2016 for the six months contract and October 2016 for the subsequent monthly increments.
2	13/12/16
The date the contract was opened to tender or selection process:	
1	No tender process during 2016-17.
2	Not applicable
The date the supplier was engaged:	
1	Jan 2016 for the six months contract and October 2016 for the subsequent extensions.

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2	11/01/17
Whether the contract was subject to a tender process including whether there was a full partial or closed tender process:	
1	No tender process, long and short-form contract used
2	No – It is imperative that consistency of scope, questioning, analysis and reporting across previous post exhibition reports is ensured. Nielsen Sports has provided the previous five exhibition reports to a standard that provides detailed information, analysis and evaluation of effectiveness
Does the supplier exist on a pre-approved supplier list if so when were they added to that list:	
1	Yes, Whole of Government Communications Multi-Use List since inception.
2	They are not on a list
Whether the Minister, or the Minister's Office, requested that the research be conducted:	
1 - 2	Not applicable
Whether the Minister approved the decision to conduct market research:	
1 - 2	Not applicable
Whether the Minister approved the contract with the supplier:	
1 - 2	Not applicable
Whether the Minister or the Minister's office was consulted on questions asked:	
1 - 2	Not applicable
Whether the Minister or the Minister's office received a copy of the market research:	
1 - 2	Not applicable
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):	
1 - 2	Not applicable
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:	
1 - 2	Not applicable
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	
1 - 2	Not applicable
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	
1 - 2	Not applicable
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	
1 - 2	No changes made to costs
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	
1 - 2	No changes made to scope
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	
1 - 2	No

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National Library of Australia

The total amount is \$9,350 (incl GST).

The subject of the market research:	
	National Library of Australia Awareness and Usage Survey.
The supplier:	
	Gundabluey Research.
Whether the supplier has been engaged previously and if so, for which contracts:	
	<p>Yes. Engaged as a consultant to:</p> <ul style="list-style-type: none"> • Develop a standard qualitative survey methodology for the Library (June 2016) • Conduct a visitor evaluation of the <i>Celestial Empire: life in China 1644-1911</i> exhibition (May 2016) • Conduct an evaluation of Customer Satisfaction with Trove (2013)
The total value of the contract:	
	\$9,350 incl GST.
The term of the contract (time):	
	May-June 2017.
The date that the decision was taken to seek market research on the topic:	
	March 2017.
The date the contract was opened to tender or selection process:	
	Not applicable.
The date the supplier was engaged:	
	May 2017.
Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process:	
	Not applicable.
Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list:	
	No.
Whether the Minister, or the Minister's Office, requested that the research be conducted:	
	No.
Whether the Minister approved the decision to conduct market research:	
	No.
Whether the Minister approved the contract with the supplier:	
	No.
Whether the Minister or the Minister's office was consulted on questions asked:	
	No.
Whether the Minister or the Minister's office received a copy of the market research:	
	Not applicable.
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):	

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	No.
	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:
	Not applicable.
	At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
	No.
	At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
	No.
	At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
	No.
	At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
	No.
	Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?
	National Library of Australia Awareness Survey conducted in 2002 by a different supplier.

National Museum of Australia

The Museum conducts a range of audience research and evaluation activities in relation to its exhibitions and programs. The Museum has entered into three contracts for audience research and evaluation services during the 2016-17 year. The total amount spent is \$143,665 (excl GST).

The answers to each of the above questions in relation to these contracts is set out in the following table:

The subject of the market research:	
1	<i>A History of the World in 100 Objects</i> (AHOW) exhibition evaluation
2	National Awareness Survey
3	Audience research and evaluation
4	Research on potential international audiences, focusing on Asia, with formative evaluation of potential exhibition themes
The supplier:	
1	Instinct and Reason
2	Instinct and Reason
3	Colmar Brunton
4	Environmetrics

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Whether the supplier has been engaged previously and if so, for which contracts:	
1	<i>Encounters</i> exhibition evaluation in 2015-16
2	<i>Encounters</i> exhibition evaluation in 2015-16 <i>A History of the World in 100 Objects</i> (AHOW) exhibition evaluation in 2016-17
3	Visitor Segmentation, 2007 <i>Australian Journeys gallery</i> formative evaluation, 2007 Audience Segmentation and Brand Audit, 2005 <i>Rare Trades</i> Exhibition Summative Evaluation, 2003 <i>Outlawed</i> Marketing Study, 2002 Teachers and Tour Operators, 2000
4	Audience Audit, 2011 Family visitors to museums, 2009 Summative Evaluation of the <i>Australian Journeys</i> exhibition, 2009 Family Visitors to Special Exhibitions: <i>Papunya Painting</i> and <i>League Of Legends</i> , 2008 Front End Evaluation of Younger Audiences for <i>Australian Journeys</i> , 2007 <i>Beauty</i> exhibition Front-End Evaluation, 2002 Development Research for the Museum Shop, 2002 <i>Southern Deserts</i> Exhibition Front-End Evaluation, 2002 <i>Outlawed</i> Exhibition Front-End Evaluation for Children, 2001 <i>Gold & Civilisation</i> Exhibition Summative Evaluation, 2001
The total value of the contract:	
1	\$20,000 excluding GST
2	\$36,600 excluding GST
3	Deed of standing offer arrangement. No total contract value specified.
4	\$87,065 including GST
The term of the contract (time):	
1	July 2016 to March 2017
2	December 2016 to December
3	May 2017 to May 2020
4	December 2016 to June 2017
The date that the decision was taken to seek market research on the topic:	
1	April 2016, when the Museum was notified, in relation to its successful application for funding under the ACT Government's Special Event Fund, that grant recipients would be required to conduct event evaluation research by an independent research company
2	December 2016
3	March 2017
4	May 2016
The date the contract was opened to tender or selection process:	
1	June 2016
2	November 2016
3	March 2017
4	August 2016

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The date the supplier was engaged:	
1	June 2016
2	December 2016
3	April 2017
4	December 2016
Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process:	
1 - 4	Each contract was subject to a limited tender process, consistent with the Commonwealth Procurement Rules
Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list:	
1 - 4	The Museum is not aware of a pre-approved supplier list covering exhibition and audience evaluation and research services.
Whether the Minister, or the Minister's Office, requested that the research be conducted:	
1 - 4	No
Whether the Minister approved the decision to conduct market research:	
1 - 4	No
Whether the Minister approved the contract with the supplier:	
1 - 4	No
Whether the Minister or the Minister's office was consulted on questions asked:	
1 - 4	No
Whether the Minister or the Minister's office received a copy of the market research:	
1 - 4	No
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):	
1 - 4	Not applicable
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:	
1 - 4	Not applicable
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	
1	No other Commonwealth Departments or Agencies were consulted. However, consultation took place with the ACT Government agency Tourism ACT, which administers the ACT Government's Special Event Fund.
2	No
3	
4	No other Commonwealth Departments or Agencies were consulted. However, consultation took place with Museum Victoria and the Museum of Applied Arts and Sciences as project partners.
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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1 - 4	No
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	
1 - 4	No
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	
1 - 4	No
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	
1	Yes. Instinct and Reason conducted similar research for the Museum in relation to the <i>Encounters</i> exhibition in 2015/16.
2	Yes. National Awareness Surveys using similar questions have previously been conducted for the Museum by Newspoll.
3	Yes. Colmar Brunton has previously conducted audience research for the Museum, in 2000, 2002, 2003, 2005 and 2007. This previous research may address similar topics to future research under the current Deed of Standing Offer arrangement.
4	No. Environmetrics has not previously conducted research which focuses on potential international audience audiences for the Museum.

National Portrait Gallery of Australia

1. Nil.
2. Not applicable.

Old Parliament House

The total amount is \$43,850 (GST excl).

The subject of the market research:	
	Visitor exit survey. Museum Entry Price Evaluation. Student and Teachers Exit Survey. Program evaluation for the museum's Enlighten and Easter family events. Museum Map Evaluation.
The supplier:	
	Alliance Strategic Research
Whether the supplier has been engaged previously and if so, for which contracts:	
	No, this supplier has only been engaged during 2016/17
The total value of the contract:	
	Total: \$43,850 (GST exclusive) across four different projects/contracts. Visitor and Student/Teacher exit surveys \$18,150 (GST exclusive). Museum Entry Price Evaluation \$12,000 (GST exclusive). Program evaluation for the museum's Enlighten and Easter family events \$9,300 (GST exclusive). Museum Map evaluation \$4,400 (GST exclusive).
The term of the contract (time):	
	Visitor and Student/Teacher exit surveys: Nov 2016 to June 2017. Museum Entry Price Evaluation 25 Nov 2016 to 10 Jan 2017. Program evaluation for the museum's

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	Enlighten and Easter family events: Mar to Apr 2017. Museum Map evaluation: May to Jun 2017.
The date that the decision was taken to seek market research on the topic:	
	Visitor and Student/Teacher exit surveys: 1 July 2016. Museum Entry Price Evaluation 23 November 2016. Program evaluation for the museum's Enlighten and Easter family events: 3 March 2017. Museum Map evaluation: 29 May 2017.
The date the contract was opened to tender or selection process:	
	Visitor and Student/Teacher exit surveys: 1 September 2016. Museum Entry Price Evaluation 9 November 2016. Program evaluation for the museum's Enlighten and Easter family events: 1 March 2017. Museum Map evaluation: 2 June 2017.
The date the supplier was engaged:	
	Visitor and Student/Teacher exit surveys: 2 November 2016. Museum Entry Price Evaluation 25 November 2016. Program evaluation for the museum's Enlighten and Easter family events: 3 March 2017. Museum Map evaluation: 7 June 2017.
Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process:	
	No, individual projects were all under \$80K.
Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list:	
	Not that we are aware of.
Whether the Minister, or the Minister's Office, requested that the research be conducted:	
	No.
Whether the Minister approved the decision to conduct market research:	
	No.
Whether the Minister approved the contract with the supplier:	
	No.
Whether the Minister or the Minister's office was consulted on questions asked:	
	No.
Whether the Minister or the Minister's office received a copy of the market research:	
	No.
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):	
	No.
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:	
	Not applicable.
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	
	No.
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	
	No.

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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?	
	Yes, sample size was increased for student/teacher exit survey and Easter program evaluation. Methodology for Entry Price evaluation was modified slightly. Changes in costs for all of these was under \$2,000.
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	
	Yes, as outlined above.
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	
	The museum conducts visitor and student/teachers exit surveys every year. The same questions are asked and for the most, different suppliers have undertaken the research each year.