

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Supplementary Budget Estimates Hearings November 2014**

**Communications Portfolio**

**Department of Communications**

**Question No: 47**

**Program 1.1**

**Hansard Ref: In Writing**

**Topic: Market Research**

**Senator Ludwig, Joe asked:**

Since Budget Estimates in June, 2014:

1. List any market research conducted by the department/agency:
  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?
  9. How was the firm or individual that conducted the review selected?
  10. What input did the Minister have?
  11. How was it approved?
  12. Were other firms or individuals considered? If yes, please detail.

**Answer:**

Market research details for the Retune Communication Campaign, the Stay Smart Online programme and online safety education are below:

**Retune Communication Campaign**

1. Total market research expenses between 1 May and 31 October 2014 were \$135,883 (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. Spencer Gulf North, Wynyard, Richmond/ Tweed, Murwillumbah, Goulburn Valley, Gosford, Gold Coast, Hobart and Canberra.
6. Telephone interviews and small discussion groups.
7. Yes.
8. Based on 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.
9. Select tender via communication multi-use list.

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10. Nil. The Department conducted the research in line with Australian Government communication campaign guidelines and the objectives of the communication campaign.
11. Continuation of existing contract, with initial procurement via select tender using communication multi-use list.
12. N/A. Continuation of existing contract.

#### Stay Smart Online Programme

1. Total market research expenses between 1 May and 31 October 2014 were \$47,273 (GST excl).
2. The research findings contributed to tailoring electronic materials to better meet the needs of the target audience for the Stay Smart Online Programme managed in the Consumer and Content Division.
3. Colmar Brunton Social Research.
4. The agencies invited to submit proposals were identified from the Department's Research Services Panel.
5. Focus groups were held in Melbourne, Newcastle, Wagga Wagga and Adelaide.
6. Focus groups of 6–8 people were interviewed to assess the accessibility and usability of existing Stay Smart Online material. The research provided feedback on the material, which was subsequently adapted to better meet the needs of key audiences.
7. Yes, focus groups were used.
8. Participation in the market research undertaken by Colmar Brunton Social Research was voluntary with participants selected from the Australian community and small business owner/operators.
9. Colmar Brunton Social Research was chosen following a restricted tender process on the basis of value for money and quality of service.
10. There was no input by the Minister.
11. The delegate, Director Stay Smart Online Programme, approved the appointment of Colmar Brunton Social Research.
12. The Department received two proposals for the delivery of the project, from GfK Australia Pty Ltd and Colmar Brunton Social Research.

#### Online Safety Education

1. Total expenses of the Online Safety market research incurred between 1 May and 31 October 2014 were \$11,682 (GST excl).
2. The research finding contributed to the final report on *Estimates of cyber-bullying incidents dealt with by Australian schools* at a total cost of \$11,682 (GST excl). Consumer and Content Division, Enhancing Online Safety for Children Programme.
3. IRIS Research.
4. The research agency IRIS was identified from the Department's Research Services Panel.
5. IRIS Research conducted an online survey during February and March 2014.
6. Refer to the response at 5.
7. Yes, online survey.

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8. 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.
9. IRIS Research was chosen following a restricted tender process on the basis of value for money and quality of service.
10. There was no input by the Minister.
11. The delegate, Deputy Secretary, Digital Strategy and Services, approved the appointment of IRIS Research.
12. The Department received four proposals for the delivery of the project from IRIS Research, GfK Australia Pty Ltd, Roy Morgan and Colmar Brunton Social Research.