

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

Question No: 360
Hearing: Supplementary Budget Estimates
Outcome: Corporate
Programme: Policy Analysis and Implementation Division
Topic: PORTFOLIO WIDE - MARKET RESEARCH
Hansard Page: N/A
Question Date: 29 October 2014
Question Type: Written

Senator Ludwig asked:

Since Budget Estimates in June, 2014, list any market research conducted by the department/agency:

- 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?
- i. How was the firm or individual that conducted the review selected?
- j. What input did the Minister have?
- k. How was it approved?
- l. Were other firms or individuals considered? If yes, please detail.

Answer:

No market research was conducted by the Department of the Environment during the period 1 May to 30 September 2014.

The Bureau of Meteorology was the only portfolio agency to conduct market research during the period 1 May to 30 September 2014.

Bureau of Meteorology

Two Market Research activities have been conducted by the Bureau of Meteorology since Budget Estimates in June 2014.

- a. \$4,448 for two probability of rain data format studies.
- b. Probability of Rain data format study (#1), cost \$2530.00 (inc GST), Public Agriculture and Marine section, Weather Forecasting Branch.
- c. Newspoll Pty Ltd
- d. Newspoll was considered suitable due to their experience in the provision of online surveys, surveys of scientific information and demonstrated ability to provide quality research in a compressed timeframe.
- e. Newspoll online panels (n = 1200)
- f. Sample source is a research panel maintained by Newspoll's sister company LightSpeed Research and continuously refreshed by respondents from Newspoll's fortnightly telephone omnibus program.
- g. As above

- h.** As above
- i.** Newspoll was considered suitable due to their connectivity with our annual surveys and ability to perform this type of survey and provide an interactive report quickly.
- j.** Nil
- k.** Spending for this activity was approved by Superintendent Public and Marine Services (EL2).
- l.** Nil

- b.** Probability of Rain data format study (#2), cost \$1918.40 (inc GST), Public Agriculture and Marine section, Weather Forecasting Branch.
- c.** Newspoll Pty Ltd
- d.** Newspoll was considered suitable due to their connectivity with our annual surveys and ability to perform this type of survey and provide an interactive report quickly.
- e.** Newspoll online panels (n = 1200)
- f.** Sample source is a research panel maintained by Newspoll's sister company LightSpeed Research and continuously refreshed by respondents from Newspoll's fortnightly telephone omnibus program.
- g.** As above
- h.** As above
- i.** Newspoll was considered suitable due to their connectivity with our annual surveys and their ability to perform this type of survey and provide an interactive report with a short turnaround time.
- j.** Nil
- k.** Spending for this activity was approved by Superintendent Public and Marine Services (EL2).
- l.** Nil