

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2015-16 Additional Budget Estimates
11 February 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Market Research

REFERENCE: Written question – Senator Ludwig

QUESTION No.: AI-105

1. 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

1. The cost of market research for the Department for the period 14 September 2015 to 31 January 2016 is \$625,911 (GST exclusive). Payments of \$11,183 or less (GST exclusive) are not reported. Market research would be approved by SES Band 1 or higher. Market research activities conducted in the reporting period that are above payments of \$11,183 are listed below.

Division	Program	Provider	How was provider identified and selected	Research conducted – where and how	How were participants identified	Ministerial input?	Were other firms considered?	Cost \$ (GST exclusive)
Sectorial Growth Policy	Understanding consumer preferences towards measurement markings on packages	ORIMA Research Pty Ltd	Purchase from a panel	Canberra and Adelaide, and online	By provider	No	Yes - Eight organisations were invited to quote on this consultancy	64,389
Corporate	National Innovation and Science Agenda	AMR Interactive	Prequalified Tender	Developmental Market Research to inform the NISA campaign	By provider	Whole of Government process.	AMR conducted similar market research work in January 2015 to similar target groups.	261,420
Corporate	National Innovation and Science Agenda	ORIMA Research	Prequalified Tender	Evaluation Market Research to inform the NISA campaign	By provider	Whole of Government process	Yes.	165,000
Portfolio Strategic Policy Division	Country Of Origin Labelling	Colmar Bruton	Open tender	Australia wide, Focus Groups	By provider	No	Yes	135,102