

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: ABS
Question: AET 3457
Topic: Market Research
Reference: Written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3457. 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:

3457.

1. Between 14 September 2015 and 29 February 2016, market research undertaken by the ABS included:
 - a) Creative Agency Selection and Refinement Research for the 2016 Census Campaign - the total cost of this research was \$156,000.00 (GST exclusive).
 - b) The costs related to market research undertaken for the 2016 Census of Population and Housing (Census) communication campaign. The cost was \$156,000.00 (GST exclusive).
 - c) The research was conducted by *Whereto Research Based Consulting PTY LTD*.
 - d) The research provider was sourced via the Whole-of-Government Communications Multi-Use List (CMUL), managed by the Department of Finance.
 - e) The research project was conducted in major metro, regional and rural locations around Australia, including Perth, Melbourne, Sydney, Brisbane, Adelaide, Launceston, Joondalup, Toowoomba, Dubbo, Ballarat and Shepparton.
 - f) The research methodology employed focus groups, in a range of geographic locations and people representing a wide cross section of the population.

- g) The market research provider recommended the qualitative research approach (focus groups).
- h) Research participants were recruited by the appointed market research provider, based on the agency's Statement of Requirements and research objectives. This included people from a wide cross section of the population, with a focus on those who might be expected to have more barriers to completing the Census in 2016, those who haven't completed one before (young adults; recent arrivals), Indigenous and culturally and linguistically diverse Australians as well as older Australians and families.
- i) All market research providers were appointed through an approach to market via a Request for Quotation (RFQ) to identified members of the Whole-of-Government Communications Multi-Use List (CMUL).
- j) The responsible Minister agreed to a concept testing research procurement process being undertaken along with a shortlist of recommended suppliers. Under *The Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*, the Service Delivery Coordination Committee (SDCC) agreed to the ABS undertaking this procurement process with the recommended suppliers.
- k) The procurement and market research listed above was approved by an ABS Delegate, with the appropriate financial delegations.
- l) Yes. An approach to market was undertaken via a Request for Quotation (RFQ) to a shortlist of recommended providers from the Whole-of-Government Communications Multi-Use List (CMUL), recommended by the Department of Finance.