

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

2015 - 2016

**Department/Agency: RAM**

**Question: AET 3467**

**Topic: Market research**

**Reference: written - 19 February 2016**

**Senator: Ludwig, Joe**

**Question:**

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

3467. 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:**

3467. The Mint has a direct retail customer database who subscribe to a survey process. To provide further detail would be an unreasonable diversion of resources.