

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry and Science Portfolio
2015-16 Budget Estimates
3 and 4 June 2015

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY AND SCIENCE

TOPIC: Market Research

REFERENCE: Question on Notice (Hansard, 4 June 2015, page 36)

QUESTION No.: BI-40

Senator KIM CARR: What is the department's market research budget for this year?

Ms Beauchamp: I would have to take that on notice.

Senator KIM CARR: How much did the department spend on market research last financial?

Ms Beauchamp: Again, I will take that on notice.

Senator KIM CARR: Can you provide a breakdown of the subject of each market research contract in 2014-15, the value of each contract, the organisation or company engaged to do the work, any focus groups that were involved and the period covered by any contract?

Ms Beauchamp: That is a lot of work, but I will take that on notice.

Senator KIM CARR: I would like to know, in respect of each contract, the subject of the market research, what focus groups were involved, how many and on what dates, and the cities in which the focus groups were convened. Can you provide that one on notice as well? And what market research was undertaken to help inform advertising and communications campaigns? If there was any, what was the total budget for such campaigns and the breakdown of the various components, such as the media buy, the design, creative services, the website development and market research?

Senator Ronaldson: We will take the question on notice, and those things that we are able to provide you with we will. You have a very long list there. They may have been sourced to others such that the information is not readily available to the department. We will give you what we have knowledge of.

ANSWER

For 2013-14 market research spend, please refer to page 95 of the Department of Industry Annual Report 2013-14.

Market research is part of a broad advertising/communications budget. The department's total spend on market research for the period 1 July 2014 to 30 May 2015 was \$321,810 (GST exclusive). This does not include expenditure under the \$12,400 (GST inclusive) reporting threshold. The below tables provide relevant detail.

Breakdown of costs

Provider/consultancy	Title of initiative/program	Focus Group	Dates covered by contract	Campaign/ Non campaign	Cost \$ (GST exclusive)
AMR Interactive	R&D Tax Incentive	No	28 January 2014 - 30 September 2014	Non campaign	51,600
Newspoll	National Science Week	No	16-25 August 2014	Non campaign	14,020
AMR Interactive	Single business service	Yes	11 November 2014 - 30 June 2015	Campaign	99,100
KREAB	National Radioactive Waste Management Facility Project	Yes	17 March 2015 - 25 March 15	Non campaign	24,984
Roy Morgan	Market Research and Audience Segmentation Project	No	3 May 2015 - 30 June 2015	Non-campaign	71,886
EY Sweeney	Equipment Energy Efficiency (E3) Program Digital Engagement	No	19 December 2014 - 30 March 2015	Non-campaign	60,220

Focus Groups

Title of initiative/program	Number of Focus Groups	Date of Focus Groups	City
Single business service	2	11 February 2015	Sydney and Melbourne

Campaigns

Title of initiative/program	Total Budget \$ (GST exclusive)	Breakdown of total cost \$ (GST exclusive)	
Single business service	99,100	Research setup and briefing	3,350
		Qualitative research and report	43,250
		Quantitative research and report	52,500