

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2017 - 2018 Budget Estimates
31 May – 1 June 2017

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Total spent on market research

REFERENCE: Written Question – Senator Ketter

QUESTION No.: BI-139

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the relevant Minister, or the relevant Minister's Office, requested that the research be conducted;
- Whether the relevant Minister approved the decision to conduct market research;
 - Whether the relevant Minister approved the contract with the supplier;
- Whether the relevant Minister or the relevant Minister's office was consulted on questions asked;
- Whether the relevant Minister or the relevant Minister's office received a copy of the market research;
- If the decision to conduct research was initiated by the department or agency, was the relevant Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- If the decision to conduct research was initiated by the department or agency, did relevant Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

ANSWER

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)? \$321,248.56 (GST inclusive)

Please refer to the table below for specifics on each contract. All procurement has been undertaken in accordance with the relevant legislative and policy frameworks. In addition, market research relating to advertising campaigns was undertaken in accordance with the whole-of-government *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*.

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
The subject of the market research;	Concept testing for business.gov.au digital advertising	User research of AusIndustry business sector	Evaluate the effectiveness and success of the Country of Origin labelling for food advertising campaign	Regional Science Tourism for Questacon	Education Science Tourism for Questacon	National Science Week 2016 at Questacon
The supplier;	AMR Interactive Pty Ltd	Taylor Nelson Sofres Australia Pty Ltd	Hall & Partners Open Mind Pty Ltd	Sandwalk Partners Pty Ltd	National Capital Educational Tourism Project	Omnipoll Pty Ltd
Whether the supplier has been engaged previously and if so, for which contracts;	Yes CN3325412 CN3312189 CN2712452 CN2096551 CN481221	Yes CN3419713	No	No	Yes CN3418295 CN3290944 CN2980382 CN1507331 CN1507481 CN1506601 CN1478701 CN299640 CN354031	Yes CN3289291
The total value of the contract;	\$20,200.00 (GST inclusive)	\$199,650.00 (GST inclusive)	\$240,589.00 (GST inclusive)	\$43,300.06 (GST inclusive)	\$30,800.00 (GST inclusive)	\$13,392.50 (GST inclusive)

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
The term of the contract (time);	2 months	6 months	15 months	2 months	3 months	2 months
The date that the decision was taken to seek market research on the topic;	12 December 2016	19 January 2017	1 November 2015	25 April 2016	25 April 2016	21 July 2016
The date the contract was opened to tender or selection process;	15 December 2016	20 January 2017	7 March 2016	13 May 2016	18 May 2016	21 July 2016
The date the supplier was engaged;	3 January 2017	2 March 2017	24 March 2016	23 June 2016	23 June 2016	3 August 2016
Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;	Closed tender process (Limited tender)	Closed tender process (Limited tender)	Partial tender process (Prequalified tender using multi-use list)	Closed tender process (Limited tender)	Closed tender process (Limited tender)	Closed tender process (Limited tender)
Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;	Yes SON3364729 – 1/8/2016 SON3352211 – 1/7/2016 SON3298535 – 10/11/2015 SON3413842 – 10/4/2017 SON-1019621 – 15/9/2012 SON3385995 – 19/12/2016	Yes SON3385995 – 19/12/2016 SON3324750 – 25/2/2016 SON3364729 – 1/8/2016 SON873641 – 1/8/2012 SON3298535 – 10/11/2015 SON3352211 – 1/7/2016	Yes SON3385995 – 19/12/2016 SON1700081 – 1/9/2013 SON3351628 – 8/6/2016 SON3352211 – 1/7/2016 SON1019621 – 15/9/2012	No	No	No

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
		SON1019621 – 15/9/2012 SON3413842 – 5/4/2017 SON3351628 – 8/6/2016				
Whether the relevant Minister, or the relevant Minister's Office, requested that the research be conducted;	No	No	No	No	No	No
Whether the relevant Minister approved the decision to conduct market research;	No	No	Yes	No	No	No
Whether the relevant Minister approved the contract with the supplier;	No	No	No	No	No	No
Whether the relevant Minister or the relevant Minister's office was consulted on questions asked;	No	No	No	No	No	No
Whether the relevant Minister or the relevant Minister's office received a copy of the market research;	The Hon Assistant Minister for Industry, Innovation and Science, Craig Laundy, received a copy of the market research on	No	Yes	No	No	No

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
	16/02/2017 when his formal approval was sought to launch the business.gov.au digital advertising campaign.					
If the decision to conduct research was initiated by the department or agency, was the relevant Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);	No	Yes, verbal.	Yes, written.	No	No	No
If the decision to conduct research was initiated by the department or agency, did relevant Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;	No	No	No	No	No	No

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	No	No	Yes	No	No	No
At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	No	No	No	No	No	No
At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?	Yes, the contract value increased from \$18,000 to \$20,200 (GST incl.). This was recognised in a Deed of Variation, executed on 24 January 2017.	No	Yes, the contract value decreased from \$338,189 (GST incl.) to \$240,589 (GST incl.). The contract was varied on 22 November 2016.	No	No	No

Question	Business.gov.au	AusIndustry business sector	Country of Origin	Regional Science Tourism	Educational Science Tourism	National Science Week 2016
At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?	Yes. On 17 December 2017, the department requested for supplementary video content to undergo concept testing by the supplier. The supplier agreed to include the new material at no extra cost. An updated Discussion Guide reflected that additional questions were included about the video content.	No	No	No	No	No
Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?	No	No	No	No	No	No