

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2017 - 2018

Division/Agency: Communications Division

Question No: 189

Topic: JWS Research contracts

Reference: Written

Senator: Ketter, Chris

Question:

In relation to two contracts: CN3398603 published on 12 January 2017, and CN3417168 published on 20 April 2017:

1. CN3398603, that was originally a \$220,000 contract to JWS Research for market research? What was the original purpose of this contract? What market research did JWS Research undertake? What is it still undertaking?
2. CN3398603 was amended on 20 March 2017, increasing the cost to \$403,150. What was the reason for the \$183,150 increase? What additional tasks occurred as a result of this increased cost?
3. CN3417168 – another contract, this time \$213,400 to JWS Research for market research. What research was undertaken under this contract? What was different in this contract versus the contract in CN3398603?
4. Who made the decision to engage JWS Research for CN3398603?
5. For CN 3398603, the entry on Austender says it was a prequalified tender process. Was it a prequalified tender from expressions of interest or a multi-use list?
6. (If expressions of interest) Are you able to say how many other first applied as part of the expressions of interest process? Can you say why the decision was made to engage JWS Research?
7. Who made the decision to engage JWS Research for CN3417168?
8. For CN3417168, the entry on Austender says it was a prequalified tender process. Was it a prequalified tender from expressions of interest or a multi-use list?
9. (If expressions of interest) Are you able to say how many other first applied as part of the expressions of interest process? Can you say why the decision was made to engage JWS Research?

Answer:

1. Contract CN3398603 was for formative research for the small business advertising campaign. The aim of this research was to ascertain the small business sector and Australian community's level of understanding and perceptions on a range of small business measures.
2. Contract CN3398603 was varied on 23 March 2017 and 1 June 2017 to include developmental research. This involved qualitative research to test the effectiveness of proposed materials during development and production for the small business campaign. This was an increase in value of \$183,150 (23 March 2017) and \$49,500 (1 June 2017).
3. Contract CN3417168 was to undertake research to support the tax integrity campaign.

4. All procurement processes are approved through the Australian Government's advertising approval process.
5. JWS Research is on the whole of government multi-use list of prequalified communication providers managed by the Department of Finance.
6. JWS was procured via prequalified tender, not expression of interest. Treasury evaluated the proposal on appropriateness of the methodology, understanding of requirements, ability to deliver the brief within the timeframe, and value for money.
7. All procurement processes are approved through the Australian Government's advertising approval process.
8. JWS Research is on the whole of government multi-use list of prequalified communication experts managed by the Department of Finance.
9. JWS was procured via prequalified tender, not expression of interest. Treasury evaluated the proposal on appropriateness of the methodology, understanding of requirements, ability to deliver the brief within the timeframe, and value for money.