

**Senate Economics Legislation Committee**  
ANSWERS TO QUESTIONS ON NOTICE

**Treasury Portfolio**

Budget Estimates

2017 - 2018

**Division/Agency:** Communications Division

**Question No:** 190

**Topic:** Market Research

**Reference:** Written

**Senator:** Ketter, Chris

**Question:**

For each contract for market research in 2016-17, please provide:

1. The subject of the market research;
2. The supplier;
3. Whether the supplier has been engaged previously and if so, for which contracts;
4. The total value of the contract;
5. The term of the contract (time);
6. The date that the decision was taken to seek market research on the topic;
7. The date the contract was opened to tender or selection process;
8. The date the supplier was engaged;
9. Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
10. Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
11. Whether the Minister, or the Minister's Office, requested that the research be conducted;
12. Whether the Minister approved the decision to conduct market research;
13. Whether the Minister approved the contract with the supplier;
14. Whether the Minister or the Minister's office was consulted on questions asked;
15. Whether the Minister or the Minister's office received a copy of the market research;
16. If the decision to conduct research was initiated by the department or agency, was the 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);
17. If the decision to conduct research was initiated by the department or agency, did 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;
18. At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
19. At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
20. At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
21. At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
22. Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

**Answer:**

1. See column C of Table 1.
2. See column B of Table 1.
3. All supplier contracts are listed within Table 1.
4. See column D of Table 1.
5. See column G of Table 1.
6. See column E of Table 1.
7. See column F of Table 1.
8. See column G of Table 1.
9. See column H of Table 1.
10. See column I of Table 1. The Department of Finance manage the Communications Multi-Use List and would need to advise when suppliers were appointed to the list.
11. All proposed government advertising campaigns are required to conduct formative, developmental research as part of the campaign development process. All procurement processes are approved through the Australian Government's advertising approval process, which includes approval by the relevant Minister.
12. Refer to question 11.
13. Refer to question 11.
14. All research questionnaires drafted by research consultants were approved by the relevant areas of the Treasury.
15. Yes. Relevant Ministers receive the final reports.
16. Refer to question 11.
17. As part of the Government approval process, all campaign development is conducted in consultation with the relevant Minister's Office and policy areas.
18. The Department of Finance was consulted on the market research proposal as part of the standard Government advertising approval process.
19. All government advertising approvals are subject to review and approval through a Ministerial approval committee.
20. 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 campaign 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).
21. Refer to question 20.
22. As part of Government advertising campaigns, it is best practice to engage separate agencies to conduct the formative and developmental research and the evaluation research. In some instances, similar questions may be asked across formative, developmental and evaluation surveys.

**Table 1 - Australian Treasury Market Research**

<b>A.</b>	<b>B.</b>	<b>C.</b>	<b>D.</b>	<b>E.</b>	<b>F.</b>	<b>G.</b>	<b>H.</b>	<b>I.</b>
<b>AusTender No.</b>	<b>Contractor</b>	<b>Activity</b>	<b>Contract Value</b>	<b>Decision date to undertake research</b>	<b>Research agency's supplied research brief</b>	<b>Term of Contract</b>	<b>Selection Process</b>	<b>Whole-of-Government supplier lists</b>
CN3398603	The Trustee for JWS Research Unit Trust	Formative and Developmental Market Research (Small Business Measures)	\$403,150	26 Oct 2016	6 Dec 2016	14 Dec 2016 to 31 Dec 2017	Prequalified Tender	Whole-of-Government Communications Multi-Use List
CN3417168	The Trustee for JWS Research Unit Trust	Formative and Developmental Market Research (Tax Integrity)	\$213,400	14 Mar 2017	14 Mar 2017	15 Mar 2017 to 31 Dec 2017	Prequalified Tender	Whole-of-Government Communications Multi-Use List
CN3414462	Cutthru Pty Ltd trading as Pollinate	Evaluation Research (Small Business Campaign)	\$396,000	8 Feb 2017	10 Feb 2017	27 Feb 2017 to 27 Dec 2018	Prequalified Tender	Whole-of-Government Communications Multi-Use List
CN3419244	Cutthru Pty Ltd trading as Pollinate	Evaluation Research (Tax Integrity Campaign)	\$268,400	14 Mar 2017	21 Mar 2017	5 Apr 2017 to 31 Dec 2017	Prequalified Tender	Whole-of-Government Communications Multi-Use List