

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry Portfolio
Supplementary Budget Estimates Hearing 2014-15
23 October 2014

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY

TOPIC: Market Research

REFERENCE: Written Questions – Senator Ludwig

QUESTION No.: SI-162

Since Budget Estimates in June, 2014:

1. 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

The cost of market research for the Department for the period 1 July 2014 to 31 October 2014 is \$65,620 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported. Market research would be approved by SES Band 1 or higher.

Division	Program	Provider	How was provider identified and selected	Research conducted – where and how	How were participants identified	Ministerial input?	Were other firms considered?	Cost \$ (GST exclusive)
AusIndustry - Entrepreneur Development	R&D Tax Incentive	AMR Interactive	Limited tender process	Interviews to understand the barriers to apply for the R&D Tax Incentive	Australian B2B research panel provider list	No	Yes	51,600
Questacon	National Science Week	Newspoll	Selected for expertise and to provide continuity of data as they have conducted the same research since 2002.	Omnibus national telephone poll	By provider	No	No	14,020