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