

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: RAM

Question: SBT3809

Topic: Market research

Reference: written - 30 October 2014

Senator: Ludwig, Joe

Question:

Since Budget Estimates in June, 2014:

3809. 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:

a) The table below lists the research activities conducted and cost incurred by RAM from 1 June to 25 November, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Background and Notes:

- No hardware (kiosks and tablets) used for market research purposes are on RAM's asset register and therefore are not included in the research costs over the past six months.
- The cost of research time was based on the percentage of research time multiplied by the hourly rate paid.
- The cost of software was calculated by multiplying the % of time the software was used by the cost of a licence for the six months.

Program	Total cost
Visitor Experience Survey	\$ 1000
Key Stakeholder Survey	\$ 5000

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Program	Total cost
Teacher Experience Survey	\$ 1000
Café Survey	\$ 1000
Customer Satisfaction Survey	\$ 4000
POS Post Code and Country Collection	\$ 1000
Employment Satisfaction Survey	\$ 1000
Online Community	\$ 7000
Total Cost	\$ 21,000

b) Background and Notes:

- No hardware (kiosks and tablets) used for market research purposes are on RAM's asset register and therefore are not included in the research costs over the past six months.
- The cost of research time was based on the percentage of research time multiplied by the hourly rate paid.
- The cost of software was calculated by multiplying the % of time the software was used by the cost of a licence for the six months.

Program	List total cost of this research	Total cost	Who requested the research?
Visitor Experience Survey	Kiosk, online survey. % CVENT, research time	\$ 1000	Marketing/Tourism
Key Stakeholder Survey	Online survey and in-depth interviews. % CVENT, research time and travel	\$ 5000	IT/Supply Chain
Teacher Experience Survey	Online tablet survey. % CVENT license, research time	\$ 1000	Education/Marketing
Café Survey	Online kiosk survey. % CVENT, research time, IT time	\$ 1000	Marketing/Tourism
POS Post Code and Country Collection	Point of sale data collection. % Advanced Retailers, research time	\$ 1000	Marketing/Tourism
Customer Satisfaction Survey	Online survey. % CVENT and research time	\$ 4000	Facilities Management
Employment Satisfaction Survey	Paper survey. Research time	\$ 1000	Executive
Online Community	Research time, NING	\$ 7000	Product Development

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Program	List total cost of this research	Total cost	Who requested the research?
	Total	\$ 21000	

c) The table below lists the research activities conducted and cost incurred by RAM from 1 June to 25 November, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	Who conducted the research?
Visitor Experience Survey	Survey provider CVENT - RAM MR collected the data and prepared the reports.
Key Stakeholder Survey	Survey provider CVENT - RAM MR conducted the online surveys and will conduct the upcoming in-depth interviews, tabulated the data and prepare the reports.
Teacher Satisfaction Survey	Survey provider CVENT – guides collected the data from teachers on tablets and RAM MR tabulated the data and prepared the reports.
Café Survey	Survey provider CVENT - RAM MR conducted the research and reports monthly on the results.
POS Post Code and Country Collection	Survey provider Advanced Retail - RAM MR and shop staff collected the data and MR tabulated the results and prepared the reports.
Customer Satisfaction Survey	Survey provider CVENT - RAM MR collected the data and prepared the reports.
Employee Satisfaction Survey	RAM MR developing new survey instrument for 2014.
Online Community	NING, RAM MR and product development developed and launched the online community.

d) The table below lists the research activities conducted and cost incurred by RAM from 1 June to 25 November, 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	How were they identified?
Visitor Experience Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Key Stakeholder Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Teacher Satisfaction Survey	CVENT has been renewed as RAM's after a vendor search in 2013.

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Program	How were they identified?
Café Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
POS Post Code and Country Collection	AR is the ongoing provider
Customer Satisfaction Survey	CVENT has been renewed as RAM's after a vendor search in 2013.
Employee Satisfaction Survey	In house paper project
Online Community	NING was chosen to be the provider for the online community after an extensive search in early 2013.

e) The table below lists the research activities conducted and cost incurred by RAM from 1 June to 25 November 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	Where was the research conducted?
Visitor Experience Survey	In house with CVENT as a service provider
Key Stakeholder Survey	In house with CVENT as a service provider
Teacher Satisfaction Survey	In house with CVENT as a service provider
Café Survey	In house with CVENT as a service provider
POS Post Code and Country Collection	In-house - data stored in Advanced Retail
Customer Satisfaction Survey	In house with CVENT as a service provider
Employee Satisfaction Survey	In house data stored on TRIM
Online Community	In house with NING as a service provider

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f) The table below lists the research activities conducted and cost incurred by RAM from 1 June to 25 November 2014 by the Marketing Branch. Most of the work is conducted using an online market research survey provider. CVENT and NING are the two companies RAM uses at this time.

Program	In what way was the research conducted?
Visitor Experience Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed in the gallery.
Key Stakeholder Survey	Online survey link is sent via email.
Teacher Satisfaction Survey	Online survey. Teachers are given a tablet with a survey link at the end of a tour.
Café Survey	Online survey. Visitors are encouraged to fill out surveys on kiosks stationed by the cafe.
POS Post Code and Country Collection	Online. Shop staff ask questions of each customer before they commence with a sales transaction.
Customer Satisfaction Survey	Online survey link is sent via email.
Employee Satisfaction Survey	Paper desk drop, anonymous return survey
Online Community	Online.

g) Nil response.

h) Nil response.

i) No new firms were hired during this period.

j) None

k) Nil response

l) Nil response