

## Senate Committee: Education and Employment

### QUESTION ON NOTICE Budget Estimates 2017 - 2018

#### Outcome: Cross Portfolio

#### Department of Education and Training Question No. SQ17-000857

Senator Marshall, Gavin provided in writing.

#### *Market research*

#### Question

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- 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);
- 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;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
- At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?
- Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?

## **Answer**

For the 2016–17 financial year, the total amount spent by the Department of Education and Training on market research (as at 31 May 2017) is \$321,120 (incl GST).

This includes the following projects:

- Vocational education and training information strategy market research, CN3422000 (total value \$75,000.00 incl GST)
- Provision of information to enable consumer comparison of training options, CN3381909 (total value \$216,820.00 incl GST)
- Scoping project to develop an online survey of parents on workforce participation, usage and views on child care, CN3354995 (\$29,300 incl GST, of a total contract value of \$99,900.00 reported on AusTender)

Information in relation to each research activity is available on AusTender.

The department, as a matter of course, briefs and consults with Ministers on a wide range of matters which may include market research.