

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2017 - 2018

Cross Portfolio

Department of Employment Question No. EMSQ17-004259

Senator Marshall provided in writing.

Question

Market Research - Total amount spent

1. 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:

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

Answer

1. The total amount spent by the Department on market research in the 2016–17 financial year is \$569,670 (GST exclusive) as at 31 May 2017.

2. – 10. (excluding 4.) A summary of each market research contract the Department has entered into in the 2016–17 financial year as at 31 May 2017 (either as a whole contract or as part of a contract) is provided at **Attachment A**.

4. Since the establishment of the Department of Employment in September 2013 as the timeframe, the following supplier has been engaged more than once to undertake market research:

- Whereto Research Based Consulting – see **Attachment A** for more detail.

11. The following suppliers were sourced from the Communication Multi-User List managed by the Department of Finance:

- Kantar (Taylor Nelson Sofres) - developmental research and concept testing for the jobactive and jobactive Restart campaign and youth programs
- Whereto Research Based Consulting – developmental research and tracking research for the ParentsNext campaign
- DBM Consulting Pty Ltd – tracking research for the jobactive and jobactive Restart campaign
- AMR Interactive Pty Ltd – developmental research for Encouraging Entrepreneurship and Self-Employment measures.

12. – 15. In accordance with the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) the Department of Employment complies with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* managed by the Department of Finance. Research suppliers and research activities that inform campaign development are approved as part of this process.

16. Copies of market research are provided to the Minister and her office for information.

17. – 18. It is standard practice for the Department to brief our Minister and her office on the development of a campaign, including market research. The Minister and her office have not amended or made changes to market research proposals for the development of a campaign.

19. – 20. It is standard practice for the Department to consult and brief other relevant departments when developing a campaign, including on market research. The Department does not consult directly with the Prime Minister or Ministers of other portfolios.

21. – 22. As part of the Australian Government campaign process, the Department of Finance operates a panel of appropriate agencies to approach to conduct market research to inform campaigns. When developing a campaign, it is standard practice for the same market research agency to undertake various components of research for each individual campaign. The following market researchers have undertaken more than one component of market research to inform a campaign's development, resulting in variances in the scope and costings:

- Kantar (Taylor Nelson Sofres) - developmental research and concept testing for the jobactive and jobactive Restart campaign and youth programs
- Whereto Research Based Consulting – developmental research and tracking research for the ParentsNext campaign
- DBM Consulting Pty Ltd – tracking research for phase 1 and 2 of jobactive and jobactive Restart campaign.

23. No.

Answers to questions 2. to 10. (excludes question 4.)

Market Research contracts for the 2016–17 Financial Year							
2. Subject of market research	3. Supplier	5. Total contract value (GST exclusive)	6. Term of contract	7. Date of decision to seek market research	8. Tender commencement date	9. Date supplier engaged	10. Tender type ¹
Developmental and concept testing research for the jobactive and jobactive Restart campaign	Kantar (Taylor Nelson Sofres)	\$1,110,455	20 Nov 2014 – 30 June 2018	20 October 2014	24 October 2014	20 Nov 2014	Limited Tender
Tracking research for the jobactive and jobactive Restart campaign	DBM Consultants Pty Ltd	\$721,432	22 Jun 2015 – 30 Jun 2018	2 April 2015	6 April 2015	22 June 2015	Limited Tender
Developmental, concept testing and tracking research for the ParentsNext campaign	Whereto Research Based Consulting	\$333,250	29 Feb 2016 – 30 Jun 2017	25 January 2016	9 February 2016	25 February 2016	Limited Tender
Developmental research for the proposed Encouraging Entrepreneurship and Self-Employment measures	AMR Interactive Pty Ltd	\$89,700	31 Mar 2017 – 30 May 2017	9 March 2017	10 March 2017	31 March 2017	Limited Tender
Research to determine behaviours, attitudes, assistance needed and effective communication and engagement methods for young people	Where to Research Based Consulting	\$79,998.60	4 April 2017 – 21 June 2017	22 February 2017	22 February 2017	4 April 2017	Limited Tender

¹ Australian Government procurement is conducted by one of three methods: *open tender*, *prequalified tender* or *limited tender*, as defined at <http://www.finance.gov.au/sites/default/files/commonwealth-procurement-rules.pdf>