

Question: 152
Topic: Market research
Written: 23 February 2016

Senator LUDWIG asked:

Since the change of Prime Minister on 14 September 2015:

- 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

- 1 Nil.