

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Additional Estimates 2016 - 2017

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet
Outcome/Program: Outcome 1: Prime Minister and Cabinet
Topic: Market research

Senator: Bilyk, Catryna

Question reference number: 140

Type of question: Written

Date set by the committee for the return of answer: 13 April 2017

Number of pages: 1

Question:

1. How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

1. The Department of the Prime Minister and Cabinet spent \$34,760.00 (GST inclusive) on market research in the 2016 calendar year.
2. Taylor Nelson Sofres Pty Ltd (CN3342700).
3. To conduct research to inform and support the development of messaging and branding to support communications around women's workforce participation.
4. It did not relate to an advertising or information campaign.