

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2014-15**

Finance Portfolio

**Department/Agency:** All  
**Outcome/Program:** General  
**Topic:** Market Research

**Senator:** Ludwig  
**Question reference number:** F183  
**Type of question:** Written  
**Date set by the committee for the return of answer:** Friday, 11 July 2014

**Number of pages:** 2

**Question:**

List any market research conducted by the department/agency since Additional Estimates in February, 2014:

- 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?

**Answer:**

Department/ Agency	Response
Finance	<p>Market research was conducted by the Medibank Sale Taskforce (MST) .</p> <ol style="list-style-type: none"> <li>a) Refer to <a href="#">AusTender</a>.</li> <li>b) The contract is administered by the Medibank Sale Taskforce within Business, Procurement and Asset Management.</li> <li>c) DBM Consultants Pty Ltd.</li> <li>d) By using a Prequalified Tender from the Commonwealth Multi-Use-List.</li> <li>e) Melbourne, Sydney, Brisbane and Ballarat.</li> <li>f) By focus groups.</li> <li>g) Refer to f).</li> <li>h) DBM Consultants were responsible for participant selection.</li> </ol>
Australian Electoral Commission	<p>Benchmarking and tracking the AEC's public information campaign for the 2014 WA Senate election.</p> <ol style="list-style-type: none"> <li>a) \$165,000 ex GST.</li> <li>b) Program 1.3: Education and Communication.</li> <li>c) Ipsos Public Affairs.</li> </ol>

<b>Department/ Agency</b>	<b>Response</b>
	d) Select tender through the Communications Multi-Use List. e) Nationally. f) Telephone surveys and online omnibus survey. g) Refer above. h) Random selection of households and individuals within that household (random digit dialling).
ComSuper	Please refer to the response to question F134 from the Additional Estimates hearings.
Commonwealth Superannuation Corporation	No research was conducted.
Future Fund Management Agency	Nil.