

Question: 42

Topic: Market research

Written: 31 October 2014

Senator LUDWIG asked:

Since Budget Estimates in June 2014:

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

The department has not conducted any market research.