

## QUESTION TAKEN ON NOTICE

**ADDITIONAL ESTIMATES HEARING : 08 February 2016**

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

**(AE16/146) - Market research - Internal Product (DIBP)**

Senator Ludwig, Joe (L&CA) written:

Since the change of Prime Minister on 14 September, 2015:

1. List any market research conducted by the department/agency:
  1. List the total cost of this research
  2. List each item of expenditure and cost, broken down by division and program
  3. Who conducted the research?
  4. How were they identified?
  5. Where was the research conducted?
  6. In what way was the research conducted?
  7. Were focus groups, round tables or other forms of research tools used?
  8. How were participants for these focus groups et al selected?
  9. How was the firm or individual that conducted the review selected?
  10. What input did the Minister have?
  11. How was it approved?
  12. Were other firms or individuals considered? If yes, please detail.

*Answer:*

Since 14 September 2015, the following market research has been conducted by the Department:

No Way (onshore) anti people smuggling communication campaign

1. Concept testing research for the No Way onshore anti-people smuggling communication campaign was conducted in January 2016.
  - 1a). The total cost for the concept testing research is \$151,189.50 including GST.
2. Concept testing expenditure:
  - Contract signing: \$13,744.50
  - Upon delivery of written report (concept test 1) \$82,467.00
  - Upon delivery of final report (in-language concept test) \$54,978
3. Essence Communications was contracted using subcontractor Cultural Partners.
4. Essence Communications was engaged through a prequalified tender process (prior to 14 September 2015) using the Research Consultant Communication Multi-Use List provided by the Department of Finance.
5. Research was conducted in Melbourne and Sydney, Australia
6. Focus groups were conducted by skilled and experienced bi, or multi-lingual moderators, in the language of choice of the participants. The in-depth interviews were conducted by experienced moderators in English.
7. Focus groups and in-depth interviews were conducted.
8. Respondents who reside in Australia and have regular contact with their country of residence and/or who arrived in Australia as illegal maritime arrivals and/or are community leaders and/or religious leaders were selected for the research.

9. Essence Communications was engaged through a prequalified tender process (prior to 14 September 2015) using the Research Consultant Communication Multi-Use List provided by the Department of Finance.
10. The Minister presented the research findings to the Service Delivery and Coordination Committee on 21 April 2015.
11. Approval to conduct the research was provided through the Department's internal procurement processes on 13 May 2015 and the Service Delivery and Coordination Committee on 21 April 2015.
12. As part of the prequalified tender process, other research agencies from the Communication Multi-Use List provided by the Department of Finance were approached.