

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Group: Written

Program: Whole-of-Portfolio

Question: BE14/130

Senator Ludwig asked the following question at the hearing on 26-29 May 2014:

List any market research conducted by the department/agency since 7 September 2013.

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?

The answer to the honourable senator's question is as follows:

The portfolio's response to this question is set out in the table below. The response covers the period from 7 September 2013 to 29 May 2014. The table lists only those portfolio agencies that have undertaken market research during this period.

In relation to question 2, all agencies with the exception of the Attorney-General's Department, do not utilise division or program references and information at this level cannot be provided.

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?
Attorney-General's Department	\$17,490	Classification Research – Classification Branch, Civil Law Division.	TNS and The Online Research Unit	Selected using a competitive RFQ process.	Regional Queensland and a nationally representative online survey was conducted.	A professional recruiter for market research was used for the focus groups.	Focus Groups and Online Survey.	Selected using standard research sampling.
	\$79,750	Australian Cybercrime Online Reporting Network Research, Criminal Justice Division	Di Marzio Research	Selected using a competitive RFQ process.	Melbourne, Sydney and Ballarat. Nationally online.	Focus groups and online discussion and survey.	Focus groups, online discussion and survey.	Selected by the market research agency.
	\$93,449.40	Countering Violent Extremism research, National Security Law and Policy Division	Gfk Australia Pty Ltd	Selected using a competitive RFQ process.	Sydney and Melbourne	Quantitative and qualitative study.	In depth conversations, discussion groups and telephone survey.	Selected using standard research sampling and a supplied stakeholder list.
	\$187,110	Overseas conflicts communications research, National Security Law and Policy Division	Gfk Australia Pty Ltd	Selected using a competitive RFQ process.	Sydney and Melbourne	Quantitative and qualitative study.	In depth interviews, discussion groups, social media analysis.	Selected using standard research sampling and a supplied stakeholder list.
	\$14,300	Overseas conflicts communications research, National Security Law and Policy Division	Di Marzio Research	Selected using a competitive RFQ process.	Each state of Australia including metropolitan and non-metropolitan areas.	Online email survey	No.	Selected from a sample of Australians aged 18+.
	\$27,500	Countering Violent Extremism and overseas conflicts communications research, National Security Law and Policy Division	Di Marzio Research	Selected using a competitive RFQ process.	Each state of Australia including metropolitan and non-metropolitan areas.	Online email survey	No	Selected from a sample of Australians aged 18+.
Australian Federal Police	\$62,690	AFP Airport Consumer Confidence Survey – Final report April 2014 A single project fee paid in instalments on completion of milestones as follows: Project Delivery Plan \$20,896 Fieldwork \$20,896 Final Report \$20,896	Colmar Brunton Pty Ltd	Standing Offer Panel arrangement	Sydney Airport Melbourne Airport Brisbane Airport Adelaide Airport Canberra Airport Perth Airport	A total of 1,032 random face to face passenger interviews conducted across the sample airports between 3 and 11 February 2014	No	The participants were randomly selected at both domestic and international terminals
	\$18,750	AFP Business Satisfaction Survey conducted between 11 February 2014 and 3 March 2014 Single project fee only, paid on completion of the survey.	Woolcott Research Pty Ltd	Department of Families and Housing, Community Services, Indigenous Affairs panel (SON456233) for the supply of services. An evaluation based on price, capability, capacity,	On-line survey of AFP Australian and international stakeholders.	On-line survey of AFP clients	No	Not applicable

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				performance and risk was then undertaken.				
Australian Financial Security Authority	\$61,380	Client Services division for the Personal Property Securities Register program \$12,100 Client Services division for the Personal Property Securities Register program \$49,280	Hall & Partners Open Mind	Communications Multi-User List (CMUL 12/2008) managed by The Department of Finance.	Adelaide and Melbourne	Qualitative study	Mini focus groups and interviews were conducted	The market research company used a professional market research recruitment to select relevant participants using provided demographic profiles
Australian Human Rights Commission	\$136,684	National telephone survey on the prevalence, nature and consequences of experiences of discrimination relating to pregnancy at work and return to work after parental leave \$136,684	Roy Morgan Research P/L	Open tender	Nationally	Questionnaire Telephone	Questionnaire Computer Assisted Telephone (CAT) Interviewing System	CAT Interviewing System
Australian National Maritime Museum	\$116,614	Exit surveys and analysis: <i>Vikings – Beyond the Legend</i> exhibition \$2,972 <i>Whale Season</i> exhibitions \$5,462 Audience segmentation research and target markets \$65,798 Product development for <i>Voyage to the Deep</i> exhibition \$42,383	ANMM-Commercial and Visitor Services Division Colmar Brunton Strategy 8	Competitive submission and quote process to the marketplace as per the Government procurement guidelines.	Sydney	Survey Qualitative research	Focus groups and visitor surveys	ANMM self-selected to complete a survey themselves or were approached by research staff and encouraged to complete a survey Colmar Brunton/Strategy 8 based on psychometric profiling
Bundanon Trust	\$6,855	School Stakeholder Research \$1,275 AIR Alumni Program Research \$2,800 Culture Segments Research \$2,500	The Rooftop Collective Pty Ltd Red Rollers Research Morris Hargreaves McIntyre	Selected from existing customer list	Via email	Survey via email	Focus groups and interviews were conducted	All of the survey participants were existing customers – data and details sourced from internal customer database.
Museum of Australian Democracy / Old Parliament House	\$8,810 \$10,800	Ipsos Social Research Institute-research on attitudes to democracy by different generations Market Attitude Research Services Pty Ltd - visitor exit surveys	Ipsos Social Research Institute Market Attitude Research Services Pty Ltd	Limited tender	Ipsos research was conducted online Market Attitude visitor exit surveys were conducted onsite	Online panel targeting 800 individuals across four generations Face-to-face exit surveys	No No	Not applicable Not applicable
National Gallery of Australia	\$47,638	To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.						

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National Library of Australia	\$11,310	Evaluation of <i>Mapping Our World</i> exhibition	Environmetrics	Utilised this company for similar research in the past; proposal submitted was competitive and provided best value for money outcome	Onsite and online	Online survey and 3 focus group sessions	Yes	Visitors randomly selected as they exited the exhibition
National Portrait Gallery of Australia	\$10,000	Audience evaluation of demography and characteristics, motivation for visit, and perceptions of visitor and program experience	The University of Canberra	Limited tender process	Onsite	Self-complete electronic survey	No	Not applicable
Screen Australia	\$130,000	Audience research for upcoming online video services research project \$130,000	The Nielsen Company	Select tender process whereby known suppliers were invited to submit a Request for Quote	Sydney Melbourne Wollongong Kiama	Data analysis, focus groups, and an online survey	Yes	The Nielsen Company recruitment process for focus groups
Australia Council for the Arts	The Australia Council has a well-established research program to support the evidence base for the arts. The Australia Council does not characterise the body of work undertaken through this program as 'market research'. However, between 7 September 2013 and 29 May 2014, two research projects were paid for as part of the overall program costing a total of \$25,267.							