

QUESTION TAKEN ON NOTICE

BUDGET ESTIMATES HEARING : 22 May 2017

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(BE17/168) - Costs for market research - Internal Product (DIBP)

Senator Farrell, Don (L&CA) written:

For the 2016-17 financial year, what was the total amount spent by the Department on market research (either as a whole contract or as part of a contract)?

For each contract for market research in 2016/2017, can you please provide:

- The subject of the market research;
- The supplier;
- Whether the supplier has been engaged previously and if so, for which contracts;
- The total value of the contract;
- The term of the contract (time);
- The date that the decision was taken to seek market research on the topic;
- The date the contract was opened to tender or selection process;
- The date the supplier was engaged;
- Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;
- Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;
- Whether the Minister, or the Minister's Office, requested that the research be conducted;
- Whether the Minister approved the decision to conduct market research;
- Whether the Minister approved the contract with the supplier;
- Whether the Minister or the Minister's office was consulted on questions asked;
- Whether the Minister or the Minister's office received a copy of the market research;
- If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);
- If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;
- At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?
- At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?
- At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?

Answer:

As at 14 June 2017, the total amount spent by the Department on market research during the 2016-17 financial year was \$508,892.64 (GST Inclusive).

For information requested on 2016-17 market research contracts refer to Attachment A.

SQ17-000555

Q1		Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
CN ID	Description/Subject of market research	Supplier Name	Supplier engaged previously (from 1 July 2015)	Contract Value (AUD)	Term	Date decision taken to seek market research	Date the contract was opened to tender or selection process	Date supplier was engaged	Tender Process	Pre-Approved supplier list
CN3407140	Unlawful Non-Citizens Behavioural Insights Research - UNC Behavioural Insights Research - procure behavioural insight research	WHERE TO RESEARCH BASED CONSULTING	No	\$101,709.89	1-Mar-17 to 30-Jun-17	12-Feb-16	08-Nov-16	01-Mar-17	Open Tender ID: RES RFT 2016	Panel ID: SON3352211 1 July 2016
CN3425086	Research to ascertain the need (or otherwise) for an information campaign relating to the reporting of suspicious activities and behaviours	ESSENCE COMMUNICATIONS TRUST	Yes ID: CN3287378	\$307,200.00	9-May-17 to 31-Aug-17	18-Apr-17	19-Apr-17	09-May-17	Prequalified Tender	Australian Government Communications Multi-Use List
CN3342907	Benchmarking & evaluation research services -The services to be procured are research services, advertising in ethnic media and online, and community outreach services. The primary objective of the onshore campaign is to increase awareness of the OSB policy among the diaspora and encourage them to share the messaging with their family and friends overseas who may consider making the journey to Australia illegally by boat. their family and friends	MCNAIR INGENUITY RESEARCH PTY LTD	No	\$301,281.00	12-Apr-16 to 14-Jan-17	03-Mar-16	08-Mar-16	12-Apr-16	Prequalified Tender	Australian Government Communications Multi-Use List
CN3381797	Traveller Satisfaction Survey Services	ORC INTERNATIONAL PTY LTD	Yes ID: CN3287416 ID: CN3342925	\$176,294.16	1-Oct-16 to 30-Jun-17	Pre 2007 - longstanding market research undertaken by the Australian Customs and Border Protection Service for over a decade.	15-Aug-16	15-Sep-16	Open Tender ID:RES RFT 2016	Panel ID: SON3352211 1 July 2016
Q11		Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20
CN ID	Whether Minister, or the Minister’s Office, requested that the research be conducted (Y/N)	Whether the Minister approved the decision to conduct market research (Y/N)	Whether the Minister approved the contract with the supplier (Y/N)	Whether the Minister or the Minister’s office was consulted on questions asked (Y/N)	Whether the Minister or the Minister’s office received a copy of the market research (Y/N)	If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other)	If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department’s proposal for market research to be conducted, if so, what changes and to what aspects were they made	At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?	At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?	At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?
CN3407140	N	Y	N	N	Y	Ministerial Submission submitted	N	Y Prime Minister & Cabinet Department of Finance	N	Y - due to additional internal and external stakeholders requiring engagement
CN3425086	N	Approved by the Service Delivery and Coordination Committee	N	N	N	N/A - The request to conduct research was not initiated by the Department. Research is a requirement of undertaking an Australian Government Advertising Campaign	N	Y Department of Finance Attorney-General's Department	Y - the research was considered by the Service Delivery and Coordination Committee.	Y - added extra focus groups
CN3342907	N	Approved by the Service Delivery and Coordination Committee	N	N	N	N/A - The request to conduct research was not initiated by the Department. Research is a requirement of undertaking an Australian Government Advertising Campaign	N	Y Department of Finance	Y - the research was considered by the Service Delivery and Coordination Committee.	N
CN3381797	N	N	N	N	N - although findings of market research are reflected in KPI metric in Annual Report	N	N	N	N	N