

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

Group: 1

Program: Whole-of-Portfolio

Question No. SBE14/093

Senator Ludwig asked the following written question from the 20 November and 11 December 2014 hearings.

Since Budget Estimates in June, 2014:

1. 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.

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

1. The portfolio's response to this question is set out in the table below. The response covers the period 31 May 2014 to 11 December 2014. The table lists only those portfolio agencies that have undertaken market research during this period.

In relation to question (b), 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.

For questions (i-l), to attempt to provide the detail requested would involve an unreasonable diversion of resources.

Department/ Agency	List the total cost of this research	List each item of expenditure and cost, broken down by division and program	Who conducted the research?	How were they identified?	Where was the research conducted?	In what way was the research conducted?	Were focus groups, round tables or other forms of research tools used?	How were participants for these focus groups et al selected?
Attorney- General's Department	\$201,410	Overseas conflicts communications – National Security Law & Policy Division	GFK Australia and Di Marzio.	Selected using an RFQ process using a panel arrangement	Targeted activity (Sydney & Melbourne) and nationally representative (online)	Online, intercept and face to face focus groups	Yes	Selected via intercept interviews and by contacting identified stakeholders.
	\$120,949.40	Countering violent extremism communications - National Security Law & Policy Division	GFK Australia and Di Marzio	Selected using an RFQ process using a panel arrangement	Targeted activity (Sydney & Melbourne) and nationally representative (online)	Online, intercept and face to face focus groups	Yes	Selected via intercept interviews and by contacting identified stakeholders.
	\$119,050	Australian Cybercrime Online Reporting Network (ACORN) – Criminal Justice Division	Di Marzio	Selected using an RFQ process using a panel arrangement	Bendigo, Melbourne, Sydney and nationally representative (online)	Online, and focus groups	Yes	Selected by the market research agency.
	\$60,000	Australian Cybercrime Online Reporting Network (ACORN) - Criminal Justice Division	AMR	Selected using an RFQ process using a panel arrangement	Nationally representative (online)	Online and focus groups	No	Selected by the market research agency.
	\$135,850	National Security Campaign market research - Strategy and Delivery Division	Di Marzio	Selected using an RFQ process using a panel arrangement	Brisbane, Melbourne, Sydney, Adelaide and Regional Victoria.	Online and focus groups	Yes	Selected by the market research agency.

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Attorney- General's Department	\$54,500	National security tracking research - Strategy and Delivery Division	GFK Australia	Selected using an RFQ process using a panel arrangement	Nationally representative (online)	Online	No	Selected by the market research agency.
Australia Council for the Arts	The Australia Council (AC) has a well-established research programme to support the evidence base for the arts. The AC does not characterise the body of work undertaken through this programme as 'market research'. However, between 31 May and 11 December 2014, two research projects were paid for as part of the overall programme costing a total of \$70,132.							
Australian Financial Security Authority	\$22,440	Personal Property Securities Register, Client Services	Latitude Insights	Communications Multi-User List (CMUL 3/2009) managed by the Department of Finance	Sydney and Melbourne	Qualitative study	Yes	The market research company used a professional market research recruitment services to select relevant participants using provided demographic profiles
Australian National Maritime Museum	\$32,311	To attempt to provide the cost for each item of expenditure would be an unreasonable diversion of resources.						
Museum of Australian Democracy/ Old Parliament House	\$16,450	\$14,400 Visitor exit surveys \$2,050 Student/Teacher surveys	Instinct & Reason conducted the visitor exit surveys MARS	Selected using a competitive RFQ process	Canberra	Random face- to-face interviews	No	Not applicable

Department/ Agency	List the total cost of this research	List each item of expenditure and cost, broken down by division and program	Who conducted the research?	How were they identified?	Where was the research conducted?	In what way was the research conducted?	Were focus groups, round tables or other forms of research tools used?	How were participants for these focus groups et al selected?
			conducted the student/teacher surveys					
National Gallery of Australia	\$11,099	\$11,099 Contractor costs for conducting survey	Market Attitude	Monthly visitor surveys	To provide this information would be an unreasonable diversion of resources.			
National Museum of Australia	\$16,313	\$16,313 Contractor costs for conducting survey	Newspoll	Selected from existing customer list	Nationally	Interviews via telephone	No	Not applicable