

## QUESTION TAKEN ON NOTICE

### SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

#### IMMIGRATION AND BORDER PROTECTION PORTFOLIO

#### (SE14/250) PROGRAMME – Internal Product

Senator Ludwig (Written) 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:*

- a. From 1 June 2014, the portfolio commissioned the following market research totalling \$672 089.32 excluding GST across three projects:
  1. No way (onshore) campaign benchmarking and tracking market research.
  2. No way (offshore) campaign evaluation of communication activities in Afghanistan and Pakistan since February 2013.
  3. Illegal work tracking market research.

QoN item	1. No way (onshore) campaign benchmarking and tracking	2. No way (offshore) campaign evaluation	3. Illegal work tracking
b.	\$234,713.82 excluding GST	\$410,055.50 excluding GST	\$115 310 excluding GST over four financial years
c.	McNair Ingenuity Research Pty Ltd	Red Elephant Research.	Hall & Partners   Open Mind Pty Ltd
d.	Communication Multi Use List as advised by the Communication Advice Branch at the Department of Finance	A limited tender with a direct approach to two suitable providers	Department of Families, Housing, Community Services and Indigenous Affairs Social Policy Research and Evaluation Panel
e.	Sydney and Melbourne	Afghanistan and Pakistan	All states and territories
f.	Computer assisted telephone interviews	Face-to-face interviews and focus groups	Telephone surveys targeting businesses in high risk industries to evaluate levels

<b>QoN item</b>	<b>1. No way (onshore) campaign benchmarking and tracking</b>	<b>2. No way (offshore) campaign evaluation</b>	<b>3. Illegal work tracking</b>
			of awareness of employer sanctions
g.	As detailed under f	As detailed under f	As detailed under f
h.	Surname sampling and snowballing techniques	Random sampling	Random sampling from business listings
i.	Communication Multi Use List as advised by the Communication Advice Branch at the Department of Finance	A Limited Tender with a direct approach to two suitable providers	Hall & Partners Open Mind Pty Ltd was originally evaluated as a part of a panel procurement process and were subsequently asked to quote for an extension of this work which was evaluated in accordance with the Evaluation and Probity Plan
j.	Nil	Nil	Nil
k.	All procurement and selection processes were conducted using an evaluation of proposals to ascertain value for money, with recommendations to the financial delegate for approval.		
l.	Yes. ORC International, Taylor Nelson Sofres Australia and Urbis.	Yes. A local firm in Pakistan (Gallup Pakistan) was identified by post Islamabad and considered as part of a limited tender process.	Yes. A Request for Quote was issued to a total of five agencies as a part of the original process. The subsequent Request for Quote was only issued to Hall and Partners   Open Mind Pt Ltd as described under i.