AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Opinion Polls/Market Research

REFERENCE: WRITTEN QUESTION

QUESTION No. AI-134

Senator WONG asked:— What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?

ANSWER

See attached table for response to AI-134- AI-137

QUESTION No. AI-135

Senator WONG asked:— Will the Ministers provide a list of opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?

QUESTION No. AI-136

Senator WONG asked:— How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?

QUESTION No. AI-137

Senator WONG asked:— What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?
Prior to 2004-05, AusIndustry would survey each program every year. As the number of programs dramatically increased, a cost-benefit assessment was undertaken and as a result the methodology of the surveys was changed. At present AusIndustry carries out a small number of program specific surveys and one large cross-program survey, which interviews customers from every program.

The primary purpose of the research for Invest Australia has been to measure the effectiveness of the advertising spend and brand recognition. The research conducted has been assessed internally as being very useful.

Usage reports estimate a retail saving in the range of five times the subscription cost.

The data feeds into ongoing evaluation of the effectiveness of Public Awareness Programs by Biotechnology Australia.

There is a requirement in the Department's Procedural Rules that a contract performance evaluation be undertaken at the completion of a consultancy/service contract. These evaluations address a number of criteria including effectiveness of contract, skills and knowledge transfer and value for money.
<table>
<thead>
<tr>
<th>AGENCIES</th>
<th>Amount</th>
<th>Client</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEOSCIENCE</td>
<td>$13,000.00</td>
<td>CLIENTWISE</td>
<td>NIL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The surveys have been on the issue of Corporate Branch performance, which has assisted in the quest for continual improvement in services.</td>
</tr>
<tr>
<td>IP AUST</td>
<td>$134,091.00</td>
<td>NEW FOCUS RESEARCH EUREKA STRATEGIC RESEARCH</td>
<td>NIL</td>
</tr>
<tr>
<td>TOURISM AUST</td>
<td>$9.06 million</td>
<td>AC Neilson Japan AC Nielsen Research Pty Ltd Acacia Avenue BDA Marketing Planning Inside Story Knowledge Management Pty Ltd IPSOS-UK Jones Donald Strategy Partners Market Equity Pty Ltd MSC Research Newton Wayman Chong &amp; Associates Pty Ltd Quantum Market Research (Aust) Pty Ltd Roy Morgan Research Taylor Nelson Sofres (TNS) The Leading Edge TNS Transport Travel and Hospitality Group (formerly TNS NFO Plog Research) Ultra Feedback Pty Ltd Urbis JHD</td>
<td>NIL</td>
</tr>
</tbody>
</table>