

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/564) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

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

- 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?

Answer:

- a. The total cost to the portfolio was approximately \$288 000.

By boat, no visa campaign evaluation market research

- b. \$67 300 total
- c. McNair Ingenuity Research Pty Ltd.
- d. Communication Multi Use List as advised by the Department of Finance. Four agencies were approached for quotes as per standard procurement processes in the department.
- e. Sydney and Melbourne.
- f. Computer assisted telephone interviews.
- g. No.
- h. Cold calling people in the phone book and screening with a recruitment questionnaire.

Humanitarian Programme developmental market research

- b. \$60 700 total
- c. Taylor Nelson Sofres Australia Pty Ltd.
- d. Communication Multi Use List as advised by the Department of Finance. Four agencies were approached for quotes as per standard procurement processes in the department.
- e. Across Australia in both metropolitan and regional locations.
- f. Online focus groups and in-depth interviews.
- g. Yes.

h. Cold calling people in the phone book and screening with a recruitment questionnaire.

Live the Life animated video concept

b. \$7 000 total

c. Red Bean Republic.

d. Communication Multi Use List as advised by the Department of Finance. Four agencies were approached for quotes as per standard procurement processes in the department.

e. Online.

f. Participants were asked to watch the video online and then asked prefixed questions related to the video.

g. No.

h. Not applicable.

Passenger Experience Survey

b. \$153 000 total

c. ORC International Pty Ltd.

d. ORC International was selected from the Market Research Services Panel (113852), following a request for tender process held in August 2011.

e. At the eight International Airports – Sydney, Melbourne, Perth, Brisbane, Adelaide, Cairns, Gold Coast and Darwin in November 2013 and February 2014.

f. Face to face surveys were conducted by the ORC interviewers with International Travellers in arrivals and departures.

g. No.

h. Not applicable.