

MINISTER FOR WATER — MARKET RESEARCH AND POLLING AGENCIES

5752. Mr W.J. Johnston to the Minister for Water; Sport and Recreation; Forestry:

For each agency within each of the Minister's portfolio of responsibilities, please provide the following information:

- (a) during the 2015–16 financial year, on how many occasions did the agencies in the Minister's portfolio engage market research or polling agencies;
- (b) what are the names of these market research or polling agencies, and how much was paid to each such business;
- (c) what is the title and date of each report prepared by these market research or polling agencies;
- (d) if a copy of any such report was provided to the Minister or the Minister's office, which reports were provided and on what date; and
- (e) did any such market research or polling agency provide a verbal briefing to the Minister or to the Minister's office:
 - (i) if yes, on what date or dates; and
 - (ii) if yes, who was present during this verbal briefing?

Ms M.J. Davies replied:

Aqwest, Busselton Water, Combat Sports Commission, Forest Products Commission and Western Australian Institute of Sport

- (a) Nil.
- (b)–(e) (ii) Not applicable.

Department of Sport and Recreation

- (a) One occasion during 2015–16. The Department of Sport and Recreation (DSR) undertakes an Annual Client Survey (i.e. sport and recreation organisations, local governments and camp users) that contribute to formulation of the agency's effectiveness measures in annual reporting.
- (b) Research Solutions, at a cost of \$31 262.
- (c) The 2015/16 Department of Sport and Recreation Annual Client Survey.
- (d) The Minister will be briefed on the Annual Client Survey via Ministerial correspondence in September 2016. The information will also be published in the Department of Sport and Recreation Annual Report for the year ending 30 June 2016.
- (e) Not applicable

Department of Water

- (a) Two.
- (b) Patterson Research Group – \$21 857 including GST.
Research Solutions – \$36 366 including GST.
- (c) Key Stakeholder Survey – 24 March 2016.
Survey of Domestic Garden Bore Users in the Perth, Busselton, Bunbury and Esperance Areas – 1 June 2016.
- (d) Information from the key stakeholder survey is used as a key performance indicator in the Department of Water Annual Report for the year ending 30 June 2016.
- (e) No.
 - (i)–(ii) Not applicable

VenuesWest

- (a) Five market research agencies were engaged to undertake 16 projects.
- (b) Platinum Global Business Solutions – \$4 445.25.
University of South Australia – Centre for Tourism & Leisure Management – \$530.
Thinkfield Research – \$1 100.
Polite Social – \$3 263.70.
Catherine O'Sullivan – \$2 660.
- (c) Agencies provided fieldwork services only – analysis and reporting completed internally.

- (d) Not applicable.
- (e) No.
 - (i)–(ii) Not applicable.

Water Corporation

- (a) Four market research agencies were engaged to undertake 15 projects.
- (b) Painted Dog – \$349 555.
Metrix Consulting – \$345 836.
IPSOS – \$86 670.
Quintessential Marketing – \$74 497.
- (c) Groundwater Replenishment tracking – August 2015.
Builders and developers website redesign – September 2015.
Customer Performance Index – Sept 2015, Dec 2015, March 2016 and June 2016.
Pressure Management – December 2015.
Service disruptions research – December 2015.
Dry season response – January 2016.
Partnerships research – March 2016.
Farmlands research – April 2016.
Advertising campaign testing – May 2016.
Customer strategy research – June 2016.
Non-residential segmentation – June 2016.
In addition there was various fieldwork undertaken throughout the year.
- (d) Not applicable.
- (e) No.
 - (i)–(ii) Not applicable.

*All figures include GST.