

Question on Notice
No. 1488
Asked on 8 October 2009

MR LANGBROEK asked the Premier and Minister for the Arts (MS BLIGH) -

QUESTION:

Will the Premier quantify the total payments made to date (broken down by recipient) under SOA DPC-1754-08?

ANSWER:

Standing Offer Arrangement DPC-1754-08 is an arrangement for the provision of market research services to the Department of the Premier and Cabinet. The arrangement was established in 2008 with seven supplier companies, following a public tender process. The arrangement is for two years from 10 November 2008, with an optional extension of a further one year.

From 10 November 2008 to 8 October 2009, the Department of the Premier and Cabinet expended a total of \$170,610 (including GST) on market research services.

This amount comprises the following payments (including GST):

- | | |
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| • The Nielsen Company | \$90,750 |
| • Market & Communications Research (MCR) | \$46,860 |
| • Taylor Nelson Sofres Australia (TNS) | \$33,000 |

Market research is undertaken by my department to ensure the effectiveness of advertising such as that undertaken for the statewide celebrations of Queensland's sesquicentenary, and the introduction of the Government's plan for tomorrow's Queensland, Q2, and these costs are included in the campaign budgets for these programs.