

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2012-13 Additional Estimates Hearings**

**Outcome Number:** 1

**Question No:** 1

**Topic:** Schoolkids Bonus

**Hansard Page:** Written

**Senator Cash** asked:

I refer to the article attached and published this week in the Adelaide Advertiser, which quotes Minister Macklin as saying the reason for the kits is that research conducted by FaHCSIA found that many parents are confused about all of the support available to them •

- i. Please table this research with the Committee.
- ii. Who conducted the research for the Department, and what was the purpose of the research?
- iii. When was this research conducted? How much did this research cost?
- iv. Was the contract for this research put to tender?

**Answer:**

The research was conducted by Taylor Nelson Sofres Australia Pty Ltd in August 2012 to inform the development of the Schoolkids Bonus campaign. The cost was \$300,000 (GST exclusive). The research is unable to be tabled at this time, as it is still being used as part of campaign formulation.

Requests for quotes were sent on 22 June 2012 to four market research agencies on the Department of Finance and Deregulation's Communications Multi-Use List, as per the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.