

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES – 11 FEBRUARY 2016 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Market research

Question reference number: HS 115

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 4 April 2016

Number of pages: 3

Question:

Since the change of Prime Minister on 14 September, 2015:

- a) List any market research conducted by the department/agency:
 - 1) List the total cost of this research
 - 2) List each item of expenditure and cost, broken down by division and program
 - 3) Who conducted the research?
 - 4) How were they identified?
 - 5) Where was the research conducted?
 - 6) In what way was the research conducted?
 - 7) Were focus groups, round tables or other forms of research tools used?
 - 8) How were participants for these focus groups et al selected?
 - 9) How was the firm or individual that conducted the review selected?
 - 10) What input did the Minister have?
 - 11) How was it approved?
 - 12) Were other firms or individuals considered? If yes, please detail.

Answer:

The department has conducted an ad hoc market research activity and the Integrated Customer Satisfaction Research Programme from 14 September 2015 – 31 January 2016, with no input from the Minister.

The total cost of the market research activities was \$531,727 (GST inclusive).

The following table provides the requested details about these two market research activities.

Market Research Project	1) Total commissioning value (GST incl)	2) i Expenditure (GST incl) 14.09.2015 - 31.01.2016	2) ii Division / Program	3) Research Conducted by	4, 9, 11, 12) How Identified	5) Research Locations	6) How Research Conducted	7) Focus Groups, Round Tables or Other Tools	8) Method/s of Participant Selection
<p>Integrated Customer Satisfaction Programme:</p> <p>To monitor overall customer, provider and business partner satisfaction with the quality of our staff and services, as well as measure and report customer satisfaction against internal and external standards.</p>	<p>The department's Customer Satisfaction Research Programme is a three-year contract (commenced in 2012-13) worth \$4,681,144.60 (GST incl). In 2015-16, the department utilised the option to extend the contract for a 12 month period. The contract for 2015-16 is worth \$1,500,000.</p>	\$499,843	Service, Performance and Coordination Division / All programs	DBM Consultants	Open Tender process in 2012	Conducted nationally	Predominantly quantitative research. The contract also allows for qualitative research	Conducted by telephone surveys, post-call automated surveys and trial of online survey	<ul style="list-style-type: none"> • <i>Telephony Survey:</i> Customers who have recently interacted with the department are contacted by the researcher. The customers are selected through a random sample. For the Transactional survey (the core survey of the Satisfaction Research Programme), the contact occurs two weeks after the interaction. For other surveys, a contact occurs three to six months after the interaction. • <i>Post Call IVR Survey:</i> During a call, a random sample of customers are invited to complete the survey and at the end of the call customers are transferred to the survey.

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									<ul style="list-style-type: none"> • <i>Online Survey trial:</i> Customers who have completed a transaction in the digital channel are randomly invited to participate in an online survey immediately following their session. If customers accept the invitation, they are re-directed to the survey hosted by DBM Consultants.
<p>myGov Albury Evaluation:</p> <p>To evaluate the myGov Albury Regional shopfront trial, considering factors such as, but not necessarily limited to, access, functionality, cost and experience (for customers and staff).</p>	\$54,967	\$31,884	eGovernment and Digital Projects Division / All Programs	ORC International	Member of departmental Market and Social Research Panel. Sole supplier.	Albury, NSW	Predominantly quantitative research, complimented by observation and some in depth interviews	Wave one was conducted with customers as personal interviews in the myGov Albury site, periods of observation and several staff interviews. Wave two uses a similar mix of methods, supplemented with telephone interviews with some customer participants from wave one.	Customers were invited to participate by the researchers while in the myGov Albury office. Randomisation methods were applied to the invitation process. All interviewed customers in wave one were asked if they would consider being interviewed again in wave two. Only those giving permission will be recontacted.