

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programmes Question No: SQ16-000079

Topic: Market Research

Hansard page: Written

Senator Joe Ludwig asked:

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

1. List any market research conducted by the department/agency:
 - 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?
 - i. How was the firm or individual that conducted the review selected?
 - j. What input did the Minister have?
 - k. How was it approved?
 - l. Were other firms or individuals considered? If yes, please detail.

Answer:

1(a), (b), (c) and (d)

Details of all market research undertaken by the Department valued at \$10,000 (GST inclusive) and over since the change of Prime Minister on 14 September 2015, to 31 December 2016, is available on AusTender at www.tenders.gov.au.

1(e), (f) and (g)

Market research is carried out across Australia and generally uses focus groups for development and concept testing, benchmarking, tracking and evaluation.

1(h)

Market research	Participants were selected by the research company:
<p>National campaign to reduce violence against women and their children concept testing</p> <p>Austender reference: CN3282937-A2</p>	<p>According to the target audience of the campaign, which includes males and females from relevant target groups including 10-14 year olds, 15-17 year olds, 18-25 year olds, mothers, fathers, grandmothers, grandfathers and other influencers such as teachers, coaches and managers.</p> <p>Participants were also selected across mainstream, culturally and linguistically diverse (CALD) and Indigenous audiences, metropolitan, regional and remote locations, and each state and territory.</p>
<p>National Disability Insurance Scheme</p> <p>Austender reference: CN3311893-A1</p>	<p>On the likelihood of being impacted by the scheme, or being a source of information for people who will be impacted by the scheme.</p> <p>This included people with a lived disability experience, carers of someone with a disability, family members of people with a disability, broader community members, disability service providers and healthcare professionals.</p>
<p>Client Survey Testing for the DSS Data Exchange Framework</p> <p>Austender reference: CN3292965</p>	<p>The brief was to conduct focus groups and interviews with participants from the supplier's existing pool of candidates, with the participant selection based on representative client profile information provided by the Department.</p>
<p>Jobs for families developmental market research</p> <p>Austender reference: CN3289119</p>	<p>All associated records transitioned to the Department of Education as part of the Machinery of Government changes enacted in November 2015.</p>
<p>Aged Care Reform developmental market research and concept testing</p> <p>Austender reference: CN3198342</p>	<p>All associated records transitioned to the Department of Health as part of the Machinery of Government changes enacted in November 2015.</p>

1(i)

Market research suppliers were selected from the Whole of Government Communications Multi Use List (CMUL) or the Department of Human Services' Market and Social Research Panel.

1(j)

There was no ministerial involvement.

1(k)

All campaign suppliers were approved by a relevant DSS delegate following the standard government advertising approval process.

1(l)

Project name:	Were other suppliers considered for this project:
National campaign to reduce violence against women and their children concept testing	Yes. Two suppliers from the Department of Finance (DoF) Communications Multi-Use List (Austender MUL ID: CMUL 12/2008) were invited to submit a proposal.
National Disability Insurance Scheme	Yes. Two suppliers from the Department of Finance (DoF) Communications Multi-Use List (Austender MUL ID: CMUL 12/2008) were invited to submit a proposal.
Client Survey Testing for the DSS Data Exchange Framework	Yes. Seven suppliers from the Department of Human Services' Market and Social Research Panel (SON1019621) were invited to submit a proposal.