

## Senate Community Affairs Legislation Committee

### ADDITIONAL ESTIMATES – 2 MARCH 2017 ANSWER TO QUESTION ON NOTICE

#### Department of Human Services

**Topic:** Market Research

**Question reference number:** 61 (HS 65)

**Senator:** Bilyk

**Type of question:** Written

**Date set by the committee for the return of answer:** 21 April 2017

**Number of pages:** 2

**Question:**

- a) How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
- b) Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
- c) What was the purpose of this market research?
- d) Did it relate to an advertising or information campaign? If so, which campaign?

**Answer:**

- a) The Department spent \$1,064,413 (GST inclusive) on market research in calendar year 2016.
- b) to c) Please see the table below.

CN ID	Supplier Name	Purpose of research
CN3314936	Pricewaterhouse Coopers	Review of the department's customer satisfaction KPI.
CN3295870	University of Canberra	Research into disability barriers in the APS.
CN3308996	ORC International Pty Ltd	myGov Albury Shopfront evaluation.
CN3325113	Colmar Brunton Pty Ltd	Market research to test a proposed revised format for Child Support Reassessment Notices.
CN3332384	ThinkPlace Trust	Assist the Health Programmes Division to develop a cross programme view of the experience of health providers.
CN3338653	Lonergan Research Pty Ltd	Test the effectiveness of the publication <i>A Guide to Australian Government Payments</i> to improve the guide.

<b>CN ID</b>	<b>Supplier Name</b>	<b>Purpose of research</b>
CN3338654	Market Access Consulting & Research	Explore and gain evidence about opportunities to increase the use and value of digital correspondence and channels for customer letters and forms.
CN3338655	Taylor Nelson Sofres Aust Pty Ltd	Recruitment of 50 participants who have recently moved to Queensland for an eGovernment Projects Branch project.
CN3338656	Instinct and Reason Pty Ltd	Review and refresh the department's understanding of our diverse external audiences and provide an evidence base for developing communication to these audiences.
CN3341981	Multicultural Marketing & Management	Research on the accessibility and usefulness of information on the department's website for people from culturally and linguistically diverse backgrounds.
CN3341982	ORC International Pty Ltd	Research into the effectiveness of departmental internal communication.
CN3342001	Dialogue Consulting Pty Ltd	Evaluate how customers are using social media as part of the department's customer service channel mix.
CN3363770	Australian Public Service Commission	APS Census 2016 services.
CN3367820	Zebra Research Pty Ltd	Research for two video topics on Customer Aggression and Adverse Decisions and Customer Trust and Credibility.
CN3387009	University of NSW	Gender equality research.
CN3392218	Instinct and Reason Pty Ltd	Market research services to provide a responsive testing and refinement of priority departmental messages for various audiences.
CN3398431	Colmar Brunton Pty Ltd	Research and facilitation services to support the full first principles review of the Financial Information Service.

d) No.