

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
Social Services Portfolio
2014-15 Budget Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 877

Topic: Market Research

Hansard Page: Written

Senator Ludwig asked:

List any market research conducted by the department/agency since Additional Estimates in February, 2014:

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?

Answer:

Details of all market research undertaken by the Department valued at \$10,000 (GST inclusive) and over since Additional Estimates in February 2014, is available on AusTender at www.tenders.gov.au. Market research valued at \$8,360 (GST inclusive) was also carried out by Taylor Nelson Sofres for the Disability and Carers Group, National Disability Strategy programme.

Market research is carried out across Australia and generally uses focus groups and/or interviews for research development and concept testing.

Participants were selected on their ability to meet specific criteria. Criteria included:

- people with a lived disability experience, carers of someone with a disability, family members of people with a disability and general practitioners or being a national peak body representing the interests of people with disability, and recognised as having a relevant national oversight and interest in the National Disability Strategy.
- their location, socio-economic status, care status of elderly family members, ethnicity and disability status of the elderly family member.
- the likelihood of being impacted by policy. Participants included; parents and potential parents, including those with culturally and linguistically diverse or Indigenous backgrounds; and, representatives of small, medium and large businesses.