

**Senate Standing Committee on Education and Employment**

**QUESTIONS ON NOTICE  
Budget Estimates 2014-2015**

**Agency - Asbestos Safety & Eradication Agency**

**Department of Employment Question No. EM0267\_15**

**Senator Ludwig provided in writing.**

**Question**

**ASEA - Market research**

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**

The agency is currently conducting a baseline awareness survey of the community about their knowledge of asbestos and its dangers. The purpose of the survey is to inform the agency of gaps in knowledge in the community regarding asbestos and assist the agency in targeting its awareness program.

1. \$96,668 (GST incl.).
2. Scoping work \$3,157, quantitative preparation \$9,471, quantitative fieldwork \$56,804, analysis and reporting \$23,232 and presentation and workshop \$4,004.
3. Colmar Brunton Pty Ltd.
4. The agency used the Department of Employment's Research, Evaluation and Analysis Panel (REAP) to select the successful supplier.
5. Across Australia to ensure mix of demographics.
6. Surveys were over the phone and online.
7. No
8. N/A.