

Senate Standing Committee on Education and Employment

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

Agency - Comcare

Department of Employment Question No. EM0268_15

Senator Ludwig provided in writing.

Question

Comcare - 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 above questions are best answered collectively. Table one below provides a response to each of these questions except for question two. Additional tables have been included in order to provide a list of items of expenditure for relevant projects.

Table 1:- Market Research Undertaken by Comcare since 7 September 2013.

Name of Research Project	Cost of Research (excl GST) (Q1)	Provider (Q3)	Appointment Process (Q4)	Location (Q5)	Methodology (Q6)	Use of Focus Groups, Round Tables or Other Research Tools (Q7)	Selection and Recruitment of Participants (Q8)
Early Intervention Project (Phase 1)	Estimated \$30,700 (Q2 Table 3)	Sweeney Research	Open Tender Process followed by a Request for Quotation	ACT, NSW & Vic	One-on-one and Small Group Discussions	Yes	Employers within the Comcare jurisdiction invited to participate
Unacceptable Behaviours Survey *	Internal resourcing	Conducted Internally	N/A	Request from Specific Department	Online Survey	No	Department Staff invited to participate

* There is an annual licence fee of \$10,000 associated with the online survey tool used by Comcare. This cost is distributed across all online surveys.

Table 3:- Early Intervention Project fee breakdown May 2014

Component	Investment
Project management	\$3,000
Field set-up, including development of discussion guides	\$1,500
Recruitment scheduling and confirmations	\$2,900
Fieldwork – in-depth interviews (1.5 hours each) and small group sessions (2 hours each)	\$15,600
Analysis and Reporting	\$4,000
Travel	\$3,700
Project total (excluding GST)	\$30,700
GST component	\$3,070
Project total (including GST)	\$33,770