

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2014-2015

Agency - Fair Work Commission

Department of Employment Question No. EM0270_15

Senator Ludwig provided in writing.

Question

FWC - 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 Fair Work Commission and the Fair Work Ombudsman commissioned a joint-agency project in late April 2014. It is a brand benchmark research project undertaken to seek feedback on the agency brand and to gain an understanding of the level of recognition of the Commission and the Fair Work Ombudsman and where there may be confusion between the two organisations. It consisted of an online survey and questionnaire to the general public, small business employers and human resources managers. Further details are as follows:

1. The total cost of this research is \$39,710 (incl GST), of which the Commission is contributing \$18,920 (incl GST).
2. The entire expenditure is for the conduct of a survey.
3. The research is being conducted by Empirica Research Pty Ltd.
4. The Commission and the FWO separately investigated potential providers. Empirica Research was suggested by a vendor being considered for other work with the Commission. The FWO and the Commission independently determined that Empirica Research's proposal provided the best value for money and best met the criteria for the project.
5. The research is being conducted nationally.
6. The research is being conducted via an online survey tool.

7. There are no other tools being used as part of this research.
8. The participants in the survey were selected from datasets sourced by Empirica Research to ensure the appropriate quota of the various target groups was met.