

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE
Budget Estimates 2014-2015

Agency - Fair Work Ombudsman

Department of Employment Question No. EM0271_15

Senator Ludwig provided in writing.

Question

FWO - 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 FWO has conducted four market research exercises since 1 March 2014. These relate to educative services provided by other regulators, small business strategy activities, user preferences relating to the website and feedback on the agency brand. The total cost of research activities was \$145,256 including GST.

Research	Location	Methodology	Cost (inc GST)	Vendor
Educative services provided by other regulators	Sydney	Research and analysis regarding the range and impact of direct educative services provided by other like regulators both within Australia and internationally.	\$51,243	Employment Research Australia
Small Business Strategy Activities	Melbourne, Sydney, Albury, Wollongong and Gold Coast.	A series of national focus groups with small business owners on general workplace relations matters.	\$53,313	Sweeney Research Pty Ltd

Research on user habits and preferences in relation to technical video content on fairwork.gov.au	Adelaide	Focus group discussions, observations, web clinics and home work.	\$19,910	New Focus Pty Ltd
FWO brand benchmark research	National	Online survey and questionnaire to general public, small business employers and HR managers.	\$39,710 shared by FWC and FWO. FWO's share of total project cost - \$20,790	Empirica Research

All vendors were engaged in accordance with Commonwealth Procurement rules and the Fair Work Ombudsman Procurement Policy.

Participants were selected based on recruitment specifications agreed between the Fair Work Ombudsman and the vendor.