

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury

Australian Taxation Office

Additional Estimates 17 February 2005

Outcome 1

Topic: Awareness campaign-research

Hansard Page: E79

Senator Sherry asked:

Has any research been carried out in respect of employers? I am not talking about the design of the form but about their attitudes to this.

Mr Jackson—Not in a formal sense that I can put my hand on at the moment. Certainly, we have talked to employer groups through our various consultative forums to gauge their preparedness and the issues that they face. I will have to check, because there could have been some.

Senator SHERRY—If that is the case, could you let me know—and also the type of research with regard to employers.

Mr Jackson—Sure.

Senator SHERRY—And likewise with employees, if any research been carried out.

Mr Jackson—I will take that on notice and check.

Answer:

A research firm has been contracted through the usual processes to undertake campaign research for choice of fund.

This firm is in the process of undertaking research on a range of questions pertinent to campaign development, including employer and employee attitudes to choice.

There are qualitative and quantitative elements to this research.