

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

TREASURY

Australian Taxation Office

(Budget Estimates 2 June 2005)

Outcome 2

Topic: Market research Co-contributions

Hansard Page: E86

Senator Sherry asked:

Was any market research involved in the \$8.1 million campaign?

Mr Jackson—There would have been. I think the market research there was done by Worthington Di Marzio.

Senator SHERRY—Do you have a figure for that?

Mr Jackson—I do not have a split on that; I am sorry.

Senator SHERRY—Were copies made available of their market research reports to Treasury and/or the tax office?

Mr Jackson—I am not sure if they would have been made available to Treasury in that case.

Senator SHERRY—But they would have been made available to the tax office?

Mr Jackson—Yes.

Senator SHERRY—I will not ask, because I know what the answer will be, but can you take it on notice to give me the titles of the reports that were provided.

Mr Jackson—Okay.

Answer:

Research reports:

PHASE II (2004/05)

1. Government Superannuation Co-contributions for Low Income Earners – Phase II (Communications Benchmark Study), January 2005.
2. Concept Evaluation for Modified Advertising Campaign. (Superannuation Co-contribution Scheme for Lower Income Earners), January 2005.
3. Target Audience Evaluation (Television Doublehead and Final Print Revision) Superannuation Co-Contribution Scheme for Lower Income Earners, February 2005.
4. Superannuation Co-contribution for Lower-Income Earners. 2005 Enhanced Campaign: Television and Press Evaluation. Qualitative Market Research Topline Findings, March 2005.
5. Superannuation Co-contribution Scheme for Lower Income Earners. 2005 Campaign to Support Enhanced Benefits – (TV advertising) Wave 4, March 2005.

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

TREASURY

Australian Taxation Office

(Budget Estimates 2 June 2005)

PHASE 1 (2003/04)

1. A research report on Government Superannuation Co-contributions for Low Income Earners - Communications tracking study, July 2004.
2. A research report on Government Superannuation Co-contributions for Low Income Earners - Communications benchmark study, March 2004.
3. A research report on Government Superannuation Co-contributions for Low Income Earners – Direct Mail and Brochure, March 2004.
4. A research report on Government Superannuation Co-contributions for Low Income Earners – (toplines only) Advertising concept evaluation Wave 3, March 2004.
5. A research report on Government Superannuation Co-contributions for Low Income Earners – Advertising concept evaluation Wave 2, January 2004.
6. A research report on Government Superannuation Co-contributions for Low Income Earners – Advertising concept evaluation Wave 1, December 2003.
7. A research report on Government Superannuation Co-contributions for Low Income Earners (Developmental communications research), December 2003.

Approved by Minister's Office:

Signature:

Date: