

Senate Standing Committee on Education and Employment

**QUESTIONS ON NOTICE
Additional Estimates 2013-2014**

Cross Portfolio

Department of Employment Question No. EM0391_14

Senator Ludwig provided in writing.

Question

Market research

List any market research conducted by the department/agency since 7 September 2013. 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

Between 7 September 2013 and 27 February 2014, the department conducted qualitative market research for the Experience+ advertising campaign, undertaken in February 2014. The cost of the research was \$64 500 (GST exclusive). The department obtained a list of consultants from the Department of Finance's Communications Multi-Use List and Wallis Consulting was selected via a Request for Quote. Depth interviews and focus groups were conducted in Melbourne, Hobart, Newcastle and Coffs Harbour. Participants for the focus groups and interviews were recruited based on the target audience for the campaign.