

Senate Standing Committee on Education and Employment

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

Agency - Fair Work Ombudsman

Department of Employment Question No. EM0396_14

Senator Ludwig provided in writing.

Question

FWO - 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

The Fair Work Ombudsman has conducted four market research exercises since 7 September 2013. These relate to the redevelopment of the Fair Work Ombudsman's website and the creation of an online learning course for young workers. The total cost of research activities was \$97,477 including GST.

Research	Location	Methodology	Cost (inc GST)	Vendor
Online learning young worker focus group and user testing	Sydney	Focus groups and user experience testing sessions	\$31,064	U1 Pty Ltd
FWO website – customer research	Sydney, Melbourne, Wagga Wagga	Participant interviews	\$24,255	Folk Pty Ltd
FWO website – design research	Online	Online survey and user experience testing sessions	\$22,468	U1 Pty Ltd
FWO website –prototype usability testing	Sydney	User experience testing sessions	\$19,690	U1 Pty Ltd

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.