

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Human Services Portfolio

Additional Estimates 2006-2007, 13th and 16th February, 2007

Question: HS48

Department/Agency: DHS

Outcome 1, Output 1

Topic: Opinion Polls/Market Research

Hansard Page/Written Question on Notice: Written

SENATOR WONG asked on 16/02/07:

- (1) What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
- (2) Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?
- (3) How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?
- (4) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

ANSWER:

- (1) \$631,952 (GST exclusive). Costs associated with the DHS Cross Agency Customer Experience Survey were borne by the Child Support Agency, Centrelink and Medicare Australia and these costs have been included in the costings provided in their responses to Question 1.
- (2) Access Card Market Research – Orima Research
Drought Assistance Campaign – Open Mind Research Group
Electronic Medicare Claiming – Bluemoon Research and Planning Pty Ltd
DHS Cross Agency Customer Experience Survey, DHS Portal Exploratory Market Research
Evaluation of the Flexible Service Delivery Trial - TNS Social Research.
- (3) DHS Cross Agency Customer Experience Survey was requested by the then Minister for Human Services, the Hon Joe Hockey MP. This survey provided:
 - a whole of Human Services view of the customer experience;
 - an overall picture of performance across the agencies; and
 - guidance for the department in setting priorities in service delivery.

As indicated in the answer to part 1 above, the Child Support Agency, Centrelink and Medicare Australia bore costs associated with the DHS Cross Agency Customer Experience Survey. To avoid duplication of responses, the DHS Cross Agency Customer Experience Survey is included in answer 3 of the portfolio response only.

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- (4) Evaluations are only conducted for campaigns when the campaign is completed and are generally only done for major campaigns. The other research activities (the DHS Cross Agency Customer Experience Survey, DHS Portal Exploratory Market Research and the Evaluation of the Flexible Service Delivery Trial) were undertaken to evaluate current, new or proposed services.

To prepare this answer it has taken approximately 2 hours and 15 minutes at an estimated cost of \$146.