

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: HS49

Agency: CRS Australia

Outcome 1, Output 3

Topic: Opinion Polls/Market Research

Hansard Page/Written Question on Notice: Written Question on Notice

SENATOR WONG asked on 16/02/2007:

- (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) CRS Australia spent \$26,491.255 (excluding GST) on conducting focus groups in 2006.
- (2) CRS Australia engaged SAI Global to undertake focus groups in 2006.
- (3) No focus groups were at the request of the Minister.
- (4) It is mandatory for CRS Australia to undertake these focus groups under the Memorandum of Understanding with the Department of Employment and Workplace Relations; therefore no formal benefit-cost assessments have been done to assess the returns from the focus groups conducted by SAI Global.

CRS Australia uses the information collected from the focus groups as part of our quality framework to improve our services.

To prepare this answer it has taken approximately 4 hours and 42 minutes at an estimated cost of \$253.