

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: HS50

Agency: Child Support Agency

Outcome 1, Output 2

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 Minister's 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) The Child Support Agency (CSA) undertook market research in 2006 at a total cost of \$552,622.71 (ex GST).
- (2) The list of the work and details are provided below:

Professionalism Index - survey

Provider	Chant Link and Associates
Assessment	The Professionalism Index tracks CSA customers' perceptions of the professionalism of CSA staff which is a key corporate outcome in CSA's Certified Agreement.

Me and My Changing Family booklet - focus groups

Provider	Blue Moon Research & Planning Pty Ltd
Assessment	Market evaluation of an additional publication in the 'Me and My' series of parent support booklets.

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Customer Preference for Service Delivery - focus groups

Provider The Value Creation Group
Assessment Professional fees for project planning and management, preparation, development design and operation of customer feedback sessions and recruitment of customers to attend (11) sessions.

The Customer Feedback sessions were held to provide a facilitated/guided forum for CSA staff to listen to the views, feedback and service perceptions of our customers, both paying and receiving parents. The objectives of the Customer Feedback sessions were to:

- Provide an opportunity for customers to identify their concerns
- Provide an opportunity to give feedback on the service experience customers are currently receiving from CSA
- Identify the most important elements that make up excellent customer service
- Provide customers with the chance to identify expectations and preferences in relation to CSA's service delivery

Faces of CSA - focus groups

Provider Colmar Brunton Research Australia
Assessment To present a more customer-focused and empathetic voice by choosing a 'face' to represent CSA and CSA staff in official communications.

Child Support Scheme Reforms Campaign (CSSR) - focus groups

Provider Open Mind Research Group
Assessment Evaluation of the CSSR communication campaign, concept evaluation and quantitative research to evaluate the campaign effectiveness and to allow benchmarking and tracking of future changes. It is a requirement of the Ministerial Committee on Government Communications (MCGC) that concept testing research is undertaken on all competitive creative.

CSA Online market research

Provider Colmar Brunton Social Research
Assessment Initial research conducted to gain feedback on the proposed changes to CSA Online.

- (3) None of this research was undertaken at the request of the Minister's Office.
- (4) As part of project planning to ensure effective service delivery, the CSA determines whether research through customer testing should be done in order to ensure quality outcomes and efficient use of Government funds. Market research is not done where these internal assessments deem it unnecessary due to the existence of other data or information.

To prepare this answer it has taken approximately 5 hours and 30 minutes at an estimated cost of \$301.