

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: HS52

Agency: Medicare Australia

Outcome 1, Output 1.1

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) \$919,302.33

(2)

Research Project	Benefit	Company Name
Faces of Medicare study	To select the 'Face of Medicare' who will represent Medicare Australia, appealing to a wide audience and reflecting our business and values.	AC Nielsen Research Pty Ltd
Consumer Research Reports for Baby boomers	To understand a growing segment of our customer base.	Carol Davis and Associates
Practitioner EFTPOS Research	To gain an understanding of current practices and enable better planning.	Wendy Bloom & Associates Pty Ltd
Online Services Consumer Research	To gain an understanding of current trends in relation to online services.	Wendy Bloom & Associates Pty Ltd
Annual Customer Research	Annual survey to evaluate customer views on Medicare Australia's image, reputation and the overall quality and delivery of service.	Instinct and Reason

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Management of research for Indigenous Access	This was to plan and manage the Indigenous research.	Uncommon Knowledge
Management of customer satisfaction research	This was to plan and manage the research agency that was conducting the annual customer research.	Uncommon Knowledge
Medicare customer survey	The findings are used to monitor performance, identify improvement opportunities and ensure customer service expectations are understood.	Colmar Brunton Social Research
Medicare brochures	Understand the customers needs and make sure the messages are effective and relevant.	Colmar Brunton Social Research
Medicare office queue system	To enable better customer service in Medicare offices through shorter queue waiting times.	Colmar Brunton Social Research
Indigenous health access to programs	To understand indigenous access to Medicare Australia services and ways to improve this.	URBIS Pty Ltd
2006 Staff Survey	The findings were used to develop internal communication strategies and tools to support staff.	Measured Insights Pty Ltd

- (3) None of this research was undertaken at the request of the Minister's Office.
- (4) Medicare Australia conducts all market research and focus group testing, such as customer surveys, in a planned and strategic manner to support service delivery. Research is critical to Medicare Australia's business to benefit improved service delivery and access to services.

To prepare this answer it has taken approximately 11 hours at an estimated cost of \$561.