

Senate Finance and Public Administration Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Australian Public Service Commission

Estimates 2006-07 – Additional Budget Estimates, February 2007

Question: PM 41

Topic: Opinion polls/Market research

Senator Wong asked:

- (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) \$88,494 on survey work
- (2) State of the Service agency and employee surveys, to inform the State of the Service Report 2005-06.

Additionally, Commission staff conduct focus groups on a range of people management issues with employees of Australian Government agencies from time to time without additional expense to ensure its products and services meet their needs.

- (3) None.
- (4) No formal assessments have been undertaken, but considerable informal feedback has been received in relation to the usefulness of the findings of the State of the Service surveys to APS agencies and other bodies.