

## QUESTION TAKEN ON NOTICE

**ADDITIONAL ESTIMATES HEARING: 12 February 2007**

IMMIGRATION AND CITIZENSHIP PORTFOLIO

**(20) Output: Internal Product**

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 or market research?

*Answer:*

- (1) DIAC – \$453 165.  
MRT and RRT – Nil.
- (2) DIAC – Elliot & Shanahan Research, Australian Survey Research Group, Roy Morgan Research, University of Queensland Social Research Centre, Value Creation Group, The Research Forum.  
MRT and RRT – Not applicable.
- (3) DIAC – Nil.  
MRT and RRT – Not applicable.
- (4) DIAC – Campaign advertising effectiveness is measured through tracking and evaluation research, which provides information about changes in the level of awareness on a relevant subject, response levels to the call to action and/or indications of intention to change or modify behaviour. Evaluations are only conducted when the campaign is completed and are generally only done for major campaigns.

Client service research improves the Department's understanding of its clients and is fed back into ongoing projects and procedures. The Department is currently developing a Client Survey Framework which will include a review aspect to ensure value for money and appropriate targeting of projects to receive greatest benefit.

MRT and RRT – Not applicable.