

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Supplementary Estimates Hearings

Outcome Number: 8

Question No: 413

Topic: Roy Morgan Research

Hansard Page: Written

Senator Polley asked:

Question:

If we turn to page 272 of the annual report I see that over \$110,000 dollars was spent on Roy Morgan Research into: “awareness of, and attitudes towards, the Aged Care Complaints Scheme.” Also, Taylor Nelson Sofres reaped \$150,000 dollars investigating: “Provision of a research project supporting development of the My Aged Care website”. Could you please advise of the findings of these market research organisations? Do you believe this constitutes good value for money? Have actions been taken in response to this research? [If not] What actions are proposed?

Answer:

Aged Care Complaints Scheme – Roy Morgan Research

An independent review of the Complaints Investigation Scheme in 2009 identified opportunities to improve communication with aged care consumers and increase engagement with key stakeholders to deliver quality outcomes for aged care recipients. A communication and stakeholder engagement strategy (2010-14) for the new Aged Care Complaints Scheme (the Scheme) was developed to meet this need.

Roy Morgan Research was procured in accordance with the Commonwealth procurement requirements to conduct research to gauge whether the objectives of the communication strategy were being met. Value for money was an essential part of the procurement considerations.

Findings indicated that attitudes towards the Scheme and reforms were generally positive. Awareness of the Scheme was universal among care managers but could be improved among care staff, care recipients and friends and family members, especially those from non-English speaking backgrounds. The research also identified knowledge gaps and preferences for accessing information.

The department’s response to the findings has included: enhancing the quality of information available online for all audiences through the agedcarecomplaints.govspace.gov.au website; developing videos (available via YouTube and the Scheme’s website) targeting consumers and providers; distributing printed materials for consumers via aged care services, intermediaries and stakeholder groups; translating consumer and industry materials into languages other than English; and developing industry training resources on topics such as complaint handling and compulsory reporting requirements.

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My Aged Care website – Taylor Nelson Sofres (TNS)

In December 2012, the then Department of Health and Ageing commissioned TNS to undertake market research to assist with the development of the My Aged Care website. TNS services were procured in accordance with the Commonwealth procurement requirements and value for money was a key part of this consideration.

The final report provided by TNS on 30 January 2013 has been published, and can be found at the Department of Health website at:

[http://www.health.gov.au/internet/main/publishing.nsf/Content/D16A2425811A3F09CA257BF0001CBF62/\\$File/FOI%20189-1213%20DoHA_My%20Aged%20Care%20Website_final%20report.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/D16A2425811A3F09CA257BF0001CBF62/$File/FOI%20189-1213%20DoHA_My%20Aged%20Care%20Website_final%20report.pdf)

The development of the My Aged Care website drew extensively on the TNS report to ensure that My Aged Care was developed to be a consumer-focused user experience.