

Senate Standing Committee on Community Affairs

ADDITIONAL ESTIMATES – 24 FEBRUARY 2011 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Income Management Letters

Question reference number: HS 53

Senator: Siewert

Type of question: Hansard CA page 113

Date set by the committee for the return of answer: 8 April 2011

Number of pages: 1

Question:

Senator SIEWERT - Thank you; it is much appreciated. I want to go back to the letter issue. Who is doing market testing and how? Sorry to make you jump up and down. I am keeping you awake!

Ms Cartwright - You are. Colmar Brunton are doing the research. We have commissioned a project; it is called 'research to support communication for income management'. We are market researching the income management BasicsCard, communication products and letters. The overall objective of this research is to evaluate the effectiveness of the communication activities and tools used to support income management, and that does include the letters. The market research - the actual engagement with the consultants - started in January of this year and field work, including focus groups with customers, our staff and third party organisations, will start in March and. We hope to get the final report back to Centrelink in late April.

Senator SIEWERT - Will that research be publicly available?

Ms Cartwright - I am not sure if it is the usual procedure to publicise research.

Senator SIEWERT - I do not know if it is usual procedure, but—

Ms Hogg - We will discuss that with the minister's office.

Senator SIEWERT - Thank you. Could you take it on notice, please?

Ms Hogg - Yes.

Answer:

Centrelink has policy and procedures in place to consider the release of research and other information to organisations and third parties requesting access. Decisions on the release of such information are made on a case-by-case basis.