

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2010-11 Additional Estimates Hearings**

**Outcome Number:** 5

**Question No:** 107

**Topic:** Australian Disability Enterprises (ADEs) - Marketing Effectiveness

**Hansard Page:** Written

**Senator Fifield** asked:

Has the Department undertaken any evaluation of the effectiveness of these initiatives?

**Answer:**

The Department has undertaken evaluation of some of the marketing initiatives implemented.

***Public Relations Strategy with Horizon Communications Group evaluation report***

An evaluation report from Horizon Communications on completion of the 2010 communications project was provided to the Department for consideration. It summarised and evaluated the work conducted by Horizon during the project period and included analysis about the project management, and activities undertaken including the written ADE testimonials, media relations/editorial program, ADE digital testimonials and issues management/reactive media. The Department noted the recommendations in the report which generally related to planning processes, use of final products, ways to improve ADE awareness through the media, and proposals for future activity including potential events and strategies. These will be considered if the Department is required to undertake marketing activities in the future.

***Redevelopment of the ADE website - ADE website user testing and evaluation***

The Department engaged a supplier to provide facilitated one-on-one laboratory testing for the [www.australiandisabilityenterprises.com.au](http://www.australiandisabilityenterprises.com.au) website in 2010. Elements tested included the functionality of the website, learnability and usability of the site, website content and labelling. The testing was done to verify that the information architecture structure made sense to the user and to identify any technical usability issues. Comments from the evaluation report were used to improve the website.

***Procurement Coordinator***

National Disability Services (NDS) provided the Department with an evaluation report as part of their contract in December 2010. The report evaluated the Key Performance Indicators and activities of the role, and the status of each one at the end of the project. It recommended activities that NDS should continue in 2011 to maintain the project's momentum, including promotion of the project profile through stakeholder meetings, developing an awareness raising program and continuing with the Government Agency Survey.