

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2015 - 2016, 10 February 2016

Ref No: SQ16-000041

OUTCOME: 0 - Whole of Portfolio

Topic: Austender contracts

Type of Question: Written Question on Notice

Senator: Bilyk, Catryna

Question:

In relation to the contract CN3312235 as notified on AusTender, award to GFK Australia Pty Ltd for “Market Research Services”

- a) Which division of the Department commissioned the research?
- b) Was there an open tender process for this contract?
- c) What topic or policy was subject to research? Provide a summary of the subject matter of the research exercise.
- d) Is it the Government’s intention for the research to inform an advertising campaign? If so, what budget has been allocated for the advertising campaign?
- e) Where was the research conducted?
- f) In what way was the research conducted, and what research tools were used?
- g) Were focus groups used? If so, on what dates, and how many participants were involved for each the focus groups convened?
- h) What other forms of research tools were used?
- i) Has the Minister been briefed, and/or provided with a copy of the results of the research (please specify)?

Answer:

- a) Population Health and Sport Division.
- b) It was a limited tender using the Department of Finance’s Communication Multi Use List (CMUL).
- c) Attitudes, intentions and behaviours among girls and young women regarding physical activity and sports participation.
- d) The purpose of this research is to evaluate the Physical Activity and Young Women Campaign (Girls Make Your Move). The campaign budget is \$9.9 million.
- e) The research is being conducted nationally.

- f) A benchmark survey has been conducted with a follow-up survey to be conducted after campaign activity has ceased. Each phase will comprise a nationally representative on-line survey of girls and young women aged 12-21 (n=1200) and parents of teenaged girls (n=800).
- g) No.
- h) Social media monitoring and digital ad tracking will be conducted as part of the research.
- i) The results will be provided to the Government when complete.