

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2016 - 2017, 1 March 2017

Ref No: SQ17-000256

OUTCOME: 0 - Whole of Portfolio

Topic: Market Research

Type of Question: Written Question on Notice

Senator: Bilyk, Catryna

Question:

- a) How much did the Department spend on market research in calendar year 2016 (GST inclusive)?
- b) Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
- c) What was the purpose of this market research?
- d) Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

| Campaign or Project | Contract | Expenditure 2016 (GST incl.) | Austender | Purpose | Advertising or Information campaign |
|--|--|-------------------------------------|------------------|---|---|
| National Tobacco Campaign | ORC International 4500119568 | \$628,445 | CN3322585 | Benchmark, concept testing and evaluation research to measure the effectiveness of the campaign amongst the target audience: Indigenous smokers and recent quitters aged 15 years and over. Specifically the research aimed to measure awareness of the campaign and quit tools available, as well as changes in intentions and smoking behaviours. | National Tobacco Campaign |
| Girls Make Your Move Campaign | GfK Australia Pty Ltd 4500118748 | \$201,850 | CN3312235-A1 | Formative and concept testing to better understand the attitudes towards physical activity among the target audience and the barriers and enablers to participation. | Girls Make Your Move Campaign |
| | Taylor Nelson Sofres Australia 4500118658 | \$278,501 | CN33100752-A2 | Evaluation research to assess the campaign impact against its awareness, attitudinal and intentional objectives. | |
| Health Star Rating Campaign | Hall and Partners Open Mind 4500119163 | \$49,060 | CN3322584 | Concept testing to inform development of campaign | The Health Star Rating Campaign (Joint Australian Government and state/territory funded campaign) |
| | CutThru T/As Pollinate 4500115202 | \$32,850 | CN2578001 | Evaluation research to measure awareness of the campaign and impact on attitudes and behavioural intentions. | |
| National Cervical Screening Program | Woolcott Research Pty Ltd 4500121277 | \$98,945 | CN3377899 | Market research to determine the best communication approach to inform women about the changes to the National Cervical Screening Program. | No |

| | | | | | |
|--|---|-----------|---------------------------|--|-----------------------------|
| National Drugs Campaign | Stancombe Research and Planning 4500117118 | \$8,690 | CN3141622-A1 | Evaluation research of the National Drugs campaign, specifically the level of campaign awareness, the relevance and credibility of campaign messages, the impact on attitudes towards ice and the awareness of support information. This was the final payment for services provided in 2015. | National Drugs Campaign |
| Aged Care Changes | Taylor Nelson Sofres Australia 4500119568 | \$280,500 | CN3342626 | Market research to determine the best communication approach to raise awareness of My Aged Care as a pathway to accessing aged care services. | No |
| Immunisation | Snapcracker Research and Strategy 4500119209 | \$416,350 | CN3322566-A1 | Research with consumers to determine current understanding of immunisation. | No |
| Palliative Care, End of Life Care and Advance Care Planning Community Research | Bastion Latitude 4500119798 | \$439,950 | No – Panel arrangement | Research into community awareness and attitudes towards palliative care, end of life care and advance care planning. | No |
| Research into awareness, attitudes and provision of best practice palliative care and end of life care within general practice. | Whereto 4500120058 | \$385,000 | No – Panel arrangement | To explore the awareness, knowledge and attitudes about Advance Care Planning, Palliative Care and end of life care within General Practice. This includes how health professionals see their role and scope as well as identifying the barriers and enablers of best practice care within General Practice. | No |
| Health Star Rating System | CutThru T/As Pollinate 4500116213 | \$12,250 | CN2888502 | Research to investigate consumer use of the Health Star Rating System. | Health Star Rating campaign |
| Ban on Cosmetic Testing on Animals | Hall & Partners Open Mind Pty Ltd 4500121727 | \$13,481 | No – Panel arrangement | Research to explore public reactions to proposed ban | No |
| Biosimilar Awareness Initiative | ORC International 4500119467 | \$564,034 | CN3335269 CN3335269-A1 | Research to understand attitudes, knowledge and intentions regarding biosimilar medicines and the Pharmaceutical Benefits Scheme more generally, and to assess information requirements. | No |

| | | | | | |
|--|---|-------------|--|--|----|
| Survey the health service needs of Indigenous people living in Greater Western Sydney | Cultural and Indigenous Research Centre Australia (CIRCA) 4500118984 | \$75,986 | No – under \$80,000 and direct source | A survey of health needs of Aboriginal people living in western Sydney | No |
| Health Star Rating System | National Heart Foundation of Australia 4500116889 | \$52,800 | CN3099612-A1 | To effectively monitor and track consumer attitudes and interaction with the introduction of the Health Star Rating system (noting that this is only a part of the activity occurring under the contract). | No |
| Community Attitude Research on Alcohol and Other Drugs | Snapcracker Research & Strategy Pty Ltd 4500120327 | \$400,000 | No – Panel arrangement | Research to inform future alcohol and other drugs policy and planning to support the measures being progressed under the National Ice Action Strategy and activities under the National Drugs Campaign. | No |
| My Health Record participation trials | Siggins Miller Consultants Pty Ltd 4500118987 | \$1,691,459 | CN3316597 CN3316597-A1 | Participation trial program review and evaluation. | No |
| Australian Digital Health Agency | Pretty Pollution Pty Ltd Thinkplace | \$70,969 | No – Agency not required to place on Austender | Pretty and ThinkPlace undertook usability interviews and research to develop future improvements to the My Health Record system. | No |
| Review of Pharmacy Remuneration and Regulation | Hall & Partners Open Mind Pty Ltd | \$232,091 | CN3359388 | Research was to support the Review of Pharmacy Remuneration and Regulation by conducting research into the attitudes, expectations and experiences of Australian consumers and practising pharmacists in relation to access and affordability of medicines through community pharmacies. | No |