

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Additional Estimates 2016 - 2017, 1 March 2017**

**Ref No:** SQ17-000413

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Market Research

**Type of Question:** Written Question on Notice

**Senator:** Watt, Murray

**Question:**

In relation to the contract notice CN3408296, market research with Orima:

- a) what is the purpose of this contract?
- b) what is being tested?
- c) who is the group being tested? Please include numbers, location, demographic.

**Answer:**

- a) The purpose of the contract is to conduct market research for the Modernising Health and Aged Care Payments Services Program.
- b) The research is to gain an understanding of the level of awareness that exists about the IT systems underlying Medicare and Aged Care Payments services. Through this, any communication activity can be developed in the most informative way.
- c) The research is being conducted with the general public, with a total sample of 342. The research is being conducted in metropolitan, regional, rural and remote locations across Australia.