

Senate Community Affairs Legislation Committee

BUDGET ESTIMATES – 5-6 JUNE 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Market Research

Question reference number: HS 127

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 25 July 2014

Number of pages: 4

Question:

List any market research conducted by the department/agency since Additional Estimates in February 2014:

- a) List the total cost of this research.
- b) List each item of expenditure and cost, broken down by division and program.
- c) Who conducted the research?
- d) How were they identified?
- e) Where was the research conducted?
- f) In what way was the research conducted?
- g) Were focus groups, round tables or other forms of research tools used?
- h) How were participants for these focus groups et al selected?

Answer:

The department has conducted five ad hoc market research projects, as well as the Integrated Customer Satisfaction Research Programme, with research activity performed in the period 28 February 2014 and 31 May 2014.

The total cost in payments between 28 February 2014 and 31 May 2014 for those market research projects was \$424,059 (GST inclusive) of which \$344,859 (GST inclusive) relates to the Satisfaction Research Programme.

The table at Attachment A provides the requested details about the relevant market research activities.

Market Research Project <i>(core purpose)</i>	(a) Total Research Supplier Cost (GST inclusive) ¹	(b)(i) Expenditure (GST inclusive) 28.02.2014 to 31.05.2014 ²	(b)(ii) Division / Programme	(c) Research Conducted by	(d) How Identified	(e) Research Locations	(f) How Research Conducted	(g) Focus Groups, Round Tables or Other Tools	(h) Method/s of Participant Selection
Integrated Customer Satisfaction Programme	The Department's Customer Satisfaction Research Programme is a three-year contract (commenced in 2012-13) worth \$4,681,144.60 (GST inclusive).	\$344,859	Service Delivery Performance and Quality Division / Medicare, Centrelink and Child Support Programmes	DBM Consultants	Open Tender process in 2012	The Customer Satisfaction Research Programme is conducted nationally	Quantitative research is the predominant type of research used. The contract also allows for qualitative research	The research completed has been conducted via telephone surveys and post-call automated surveys	<p>Telephony Survey Customers who have recently interacted with the Department are contacted by the researcher. The customers are selected through a random sample. For the Transactional survey (the core survey of the Satisfaction Research Programme), the contact occurs two weeks after the interaction. For other surveys, a contact can occur three to six months after the interaction</p> <p>Post Call IVR Survey During a call, a random sample of customers are invited to complete the survey and at the end of the call customers are transferred to the survey.</p>
High Definition Video Conference Pilot Evaluation	\$132,000	\$79,200	Future Service Design Division	instinct and reason	From DHS Market and Social Research Panel Limited field with selection		Qualitative and Quantitative approaches focusing on evaluating the desirability,	Observations; personal and phone interviews; online survey	With prior participant permission as relevant, staff, customers and third parties who had been involved in one of the targeted services

¹ This is the total or commissioning value - or approved research supplier cost - of the project

² Projects, or multiple stage projects, with total payments in 2013-14 that are below the reportable level (currently \$12,100) will not be reported in the 2013-14 Annual Report

Market Research Project <i>(core purpose)</i>	(a) Total Research Supplier Cost (GST inclusive)¹	(b)(i) Expenditure (GST inclusive) 28.02.2014 to 31.05.2014²	(b)(ii) Division / Programme	(c) Research Conducted by	(d) How Identified	(e) Research Locations	(f) How Research Conducted	(g) Focus Groups, Round Tables or Other Tools	(h) Method/s of Participant Selection
					process based on written submission as well as a formal presentation		possibility and viability of using VC to enhance access for regional, remote and mobility challenged customers		being conducted via Video Conference from a pilot site were invited to participate in the research.
Rouse Hill Shopfront Evaluation	\$31,818	Nil	Face-to-Face Service Delivery	ORC International	Sole supplier approach to a member of the DHS Market and Social Research Panel.	Rouse Hill, suburban Sydney	Qualitative approach	Observations; customer intercept interviews; staff and stakeholder face to face or phone interviews.	With prior participant permission as relevant, customers were invited to be interviewed by the researcher immediately after accessing the Rouse Hill Service Offer (RHSO); staff and stakeholders involved with the RHSO were also invited to be interviewed either face to face or via phone.
Exploring Current Student Needs and Expectations	\$50,000	Nil	Business Systems Design & Transformation Division /	Lonergan Research	Sole supplier approach to a member of the DHS Market and Social Research Panel.	National	Qualitative	Six Focus groups. 12 face to face in depth interviews. 16 tele-depth interviews.	Used a screener questionnaire to select people from a research database.
Pilot research using online forums	\$31,900	Nil	Business Systems Design & Transformation Division	instinct and reason	Sole supplier approach to a member of the DHS Market and Social Research Panel.	National	Qualitative and quantitative	A 10 minute survey. Two online discussion boards with students and customer with complex needs.	Used a screener questionnaire to select people from a research database.
Complex Citizen Insight	\$70,000	Nil	Business Systems Design & Transformation Division	The Australian Centre for Social Innovation	Limited tender process ³	Norwood and Port Adelaide areas in South Australia.	Qualitative	Seven in-depth contextual interviews. Two ethnographies.	Customers considered to have complex needs, eg. multiple competing factors, recent significant life event or make frequent contact

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									with the department, were warm transferred from staff members in service centres. Recruitment at a community services centre.

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³ The provider was not chosen from a DHS Panel because of the significant challenges in dealing with customers with complex needs. The research required specialised expertise not available from our panels. TACSI has extensive experience and the skills-base to deal with this customer cohort.