

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2013 - 2014, 2/3 June 2014

Ref No: SQ14-000751

OUTCOME: 0 - Whole of Portfolio

Topic: Market Research

Type of Question: Written Question on Notice

Senator: Ludwig Joe

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:

a) Total Cost: \$459,133 (GST exclusive)

b) to h)

Project	Cost	Research Conducted by	Division/Program
Reporting on Adverse Events: consumer opinions on medicines, vaccines and medical devices.	\$40,560 (GST exclusive)	The University of Sydney	Therapeutic Goods Administration – Monitoring and Compliance Group - Office of Product Review

The University of Sydney conducted qualitative research as part of the Improving Adverse Events reporting strategy.

The research provider was identified through a limited tender process.

The research was conducted in New South Wales.

The research methodology included focus group discussions with members of the general public who self-selected based upon an open invitation to participate in the research.

Project	Cost	Research Conducted by	Division/Program
BreastScreen Australia developmental research to support expansion of the programme	\$98,800 (GST exclusive)	Woolcott Research Pty Ltd	People, Capability and Communications Division – Communications Branch Cancer Screening program

The research provider was identified through a pre-qualified tender process, with 3 tenderers invited to participate from the Communications Multi Use List.

The research was conducted in New South Wales, Victoria, South Australia, Queensland and the Northern Territory.

The research included group discussions and in-depth interviews with women aged 45-74 and health professionals. Participants were identified using opt-in research panels and targeted recruitment amongst health professionals.

Project	Cost	Research Conducted by	Division/Program
National Cervical Screening Program developmental research	\$50,200 (GST exclusive)	Woolcott Research Pty Ltd	Population Health Division – Breast and Cervical Screening The project is managed by the department with funding and broad project approval provided through the Australian Health Ministers’ Advisory Council (AHMAC).

The research provider was identified through a pre-qualified tender process and was engaged under a Deed of Standing Offer for cancer screening communication research.

The methodology included focus groups conducted in New South Wales, Victoria, Queensland, Western Australia, South Australia and the Northern Territory and telephone interviews in all states and territories.

Research participants were members of the general public accessed through opt-in research panels and stakeholders identified through known networks and contact lists.

Project	Cost	Research Conducted by	Division/Program
Concept testing research for BreastScreen Australia communication	\$237,800 (GST exclusive)	Woolcott Research Pty Ltd	People, Capability and Communications Division – Communications Branch Cancer Screening program

The research provider was identified through a pre-qualified tender process and was engaged under a Deed of Standing Offer for cancer screening communication research.

The research was conducted in New South Wales, Victoria, South Australia, Queensland and the Northern Territory.

The research included group discussions and in-depth interviews with women aged 45-74 and health professionals.

Research participants are members of the general public accessed through opt-in research panels and stakeholders identified through known networks and contact lists.

Project	Cost	Research Conducted by	Division/Program
Testing of the Health Star Label	\$31,773 (GST exclusive)	Hall and Partners Open Mind	Population Health Division – Front of Pack Labelling

The research provider was identified through a direct source tender process based upon expertise and background in relation to the topic area.

The research methodology was a national online interactive survey amongst people aged 16 years and over.

All participants were identified through opt-in research panels.