

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Budget Estimates Hearings

Outcome Number: Cross Outcomes - Across Programmes Question No: SQ15-000485

Topic: Market Research

Hansard page: Written

Senator Lines, Sue asked:

In relation to the Department of Social Services' contract CN2942792, titled on Austender "Market Research" and published 26 March 2015:

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

Answer:

- a) \$149,050.00 (GST exc.)
- b) Corporate Support Group
- c) No.
- d) The Age Pension and pensioner concessions. Benchmark research was conducted to determine the extent to which people understand aspects of the Age Pension and pensioner concessions.

Evaluation research will be conducted to measure the effectiveness of the Age Pension and pensioner concessions campaign, and to provide strategic recommendations for future campaign strategy.

- e) No. The market research was for benchmark and evaluation research only, and was not used to inform the campaign.
- f) South Australia.
- g) Benchmark research was conducted April 10-17 via telephone and online surveys.
- h) No.
- i) See (g)
- j) No. The final evaluation report will be provided to the Minister when it's received by the Department.