

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

**Outcome Number: Cross Outcome - Across Programmes    Question No: SQ15-000518**

**Topic: Market Research**

**Hansard page: Written**

**Senator Question Submitted by asked:**

In relation to the Department of Social Services' contract CN2933152, titled on Austender "Market Research" and published 23 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) \$147,069.09
- b) Corporate Support Group
- c) No.
- d) The Age Pension and pensioner concessions.

Developmental research was conducted to determine the extent to which older Australians and their families understand aspects of the Age Pension and pensioner concessions.

Concept testing was conducted to test creative concepts.

- e) Yes. This research was used to inform a \$1 million (GST exc.) campaign.
- f) South Australia.
- g) The research included both qualitative and quantitative components (focus groups and quantitative surveys).
- h) Yes. Developmental research groups were held on 23 and 24 March 2015 (8 groups were conducted with 8-12 participants in each). Concept groups were held on 1 and 2 April 2015 (8 groups were conducted with 8 – 12 participants in each).
- i) Telephone and online surveys.
- j) Yes.