

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

**Outcome Number: Cross Outcome – Across Programme      Question No: SQ15-000700**

**Topic: Media**

**Hansard page: CA116 - 3 June**

**Senator Question Submitted by Senator Brown asked:**

Can you provide the questions that were asked for both the aged-care campaign and the paid parental leave development market research. With this, include the dates-all those things- and when those groups were convened and when the work was undertaken.

**Answer:**

***Aged Care Reform campaign***

The developmental research for the 2014 Aged Care Reform campaign comprised formative qualitative and formative quantitative research.

The formative qualitative research comprised of qualitative focus groups, individual interviews, and family immersion sessions which were held on Monday 19 May 2014 and Tuesday 20 May 2014.

The formative quantitative research comprised of an online survey which was conducted from Sunday 18 May 2014 to Tuesday 20 May 2014.

Specific questions in qualitative research change depending on the group and the researcher. The following topics were discussed as part of the overall research:

- demographic information
- current awareness, understanding and attitudes towards the Government's aged care reforms
- awareness, understanding, expectations and attitudes towards accessing aged care information programs and services
- awareness, understanding, expectations and attitudes towards the My Aged Care website and contact centre.

***Paid Parental Leave campaign***

The developmental research for the Paid Parental Leave campaign comprised formative qualitative and formative quantitative research.

Formative qualitative research for the Paid Parental Leave scheme was conducted from May to August 2014.

Formative quantitative research for the Paid Parental Leave scheme was conducted from 7 to 20 June 2014.

Specific questions in qualitative research change depending on the group and the researcher. The following topics were discussed as part of the overall research:

- demographic/workforce information
- awareness and understanding of the proposed PPL scheme
- interest and relevance of the scheme
- impact of information in PPL communication products
- motivators and barriers for supporting the proposed PPL scheme
- their personal parenting history
- their perceptions of what PPL offers, as a reason for Australia to invest in the scheme
- workforce participation
- key influencers that would make them consider the new PPL scheme
- their communication style/approach (including how they would design an advertisement)
- women who influence them
- employee profile (for employers/businesses)
- gender equality and human rights
- choice and flexibility (and the impact of PPL)
- what the proposed scheme means to women who do not have children and how it affects them)
- preferred terminology.

Please list all other Branches/Offices/Departments Consulted:

1. Nil

	<b>Departmental Officer:</b>		<b>Cleared by:</b>	
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<b>Cleared by Deputy Secretary</b>	<b>Yes</b> <input checked="" type="checkbox"/> <b>No</b> <input type="checkbox"/>	<b>Date: 7/7/15</b>	<b>DS Initial</b>	ML

<b>Officer who will address this question at the next Estimates</b>	Tracey Bell
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