

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES – 23-24 OCTOBER 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Market Research

Question reference number: HS 88

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 12 December 2014

Number of pages: 3

Question:

Since Budget Estimates in June, 2014 list any market research conducted by the department/agency:

- 1) List the total cost of this research.
- 2) List each item of expenditure and cost, broken down by division and program.
- 3) Who conducted the research?
- 4) How were they identified?
- 5) Where was the research conducted?
- 6) In what way was the research conducted?
- 7) Were focus groups, round tables or other forms of research tools used?
- 8) How were participants for these focus groups et al selected?
- 9) How was the firm or individual that conducted the review selected?
- 10) What input did the Minister have?
- 11) How was it approved?
- 12) Were other firms or individuals considered? If yes, please detail.

Answer:

The department has conducted two ad hoc market research projects, as well as the Integrated Customer Satisfaction Research Programme, with research activity performed in the period 1 June 2014 and 31 October 2014. All research was conducted with no input from the minister.

The total cost in payments between 1 June 2014 and 31 October 2014 for those market research projects was \$681,893 (GST inclusive) of which \$559,893 (GST inclusive) relates to the Satisfaction Research Programme.

The table at [Attachment A](#) provides the requested details about the relevant market research activities.

ATTACHMENT A

Market Research Project	1) Total commissioning value (GST incl)	2) i Expenditure (GST incl) 01.06.2014 - 31.10.2014	2) ii Division / Programme	3) Research Conducted by	4, 9, 11, 12) How Identified	5) Research Locations	6) How Research Conducted	7) Focus Groups, Round Tables or Other Tools	8) 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 incl).	\$559,893	Service, Performance and Co-ordination Division / All Programs	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	<ul style="list-style-type: none"> • <i>Telephony Survey:</i> 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 occur three to six months after the interaction • <i>Post Call IVR Survey:</i> 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.
Self service - Digital Comms Campaign Research	\$115,000	\$115,000	Service Delivery Transformation / All Programs	Latitude Research Pty Ltd	Latitude Insights was selected from the Department of	Australia-wide research	Quantitative and qualitative research	10 focus groups with families and job seeker customers in Melbourne and	Participants were sourced via market research recruiters

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					Human Services Market and Social Research panel. GfK Australia and Colmar Brunton were also invited to submit a research proposal			Sydney, as well a national online survey of 550 families and job seeker customers	
Market testing for myGov	\$7,000	\$7,000	Service Delivery Transformation / Medicare, Centrelink and Child Support Programs	Colmar Brunton	Companies identified from the departments Market and Social Research Panel. Newspoll, TNS, Ipsos and Colmar Brunton Research were approached to submit quotes.	conducted nationally	Quantitative research	The research was conducted via online omnibus survey	A minimum sample 1000 online interviews are conducted with panellists 18+ years old, Australia Wide. To ensure the sample is representative of the broader population, minimum quotas are set on age, gender and location for the survey.