

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 111

Topic: Market Research

Hansard Page: Written

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. List any market research conducted by the department/agency:

- (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?
- (i) How was the firm or individual that conducted the review selected?
- (j) What input did the Minister have?
- (k) How was it approved?
- (l) Were other firms or individuals considered? If yes, please detail.

Answer:

Department of Social Services

(a), (b), (c) & (d).

Details of all market research undertaken by the Department valued at \$10,000 (GST inclusive) and over since Budget Estimates in June 2014, is available on AusTender at www.tenders.gov.au. Market research valued at \$8,360.00 (GST inclusive) was undertaken by Taylor Nelson Sofres (TNS) for the Disability and Carers Group, National Disability Strategy programme.

(e), (f), & (g).

Market research is carried out across Australia and generally uses focus groups for development and concept testing, benchmarking, tracking and evaluation.

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(h)

Participants for:	Were selected by the research company:
NDIS Phase 2 Market Research	on their ability to meet specific criteria. This included people with a lived disability experience, carers of someone with a disability, family members of people with a disability and general practitioners.
Facilitation Services for Disability Stakeholder Focus Group	on the criteria of being national peak bodies representing the interests of people with disability, and also recognised as having a relevant national oversight and interest in the National Disability Strategy.
Developmental and Concept Testing Research for Aged Care Reform	on specific criteria including their location, socio-economic status, care status of elderly family members, ethnicity and disability status of the elderly family member.
Paid Parental Leave Developmental Market Research	on the likelihood of being impacted by the policy. Participants included; parents and potential parents, including those with culturally and linguistically diverse or Indigenous backgrounds; and, representatives of small, medium and large businesses.
Aged Care Reform Benchmarking, Tracking and Evaluation Market Research	due to fitting within the target audience parameters which included older people; families and carers of older people; age care workforce and assessors; Indigenous and CALD backgrounds; rural and remote; disability; veterans, homeless; financial and social disadvantage; young people in aged care; lesbian, gay, bisexual, transsexual and intersex community

(i)

Market research suppliers were selected from the Whole of Government Communications Multi Use List or from the DHS Market and Social Research Panel.

(j)

The undertaking of Disability Stakeholder Focus Groups was a commitment made by all Disability Ministers in the National Disability Strategy (NDS) 2012 Report to COAG.

The purpose of the Focus Group was to inform the first NDS Progress report to COAG, due at the end of 2014, and the second NDS implementation plan 2015-2017.

For the other projects, the Minister's input was Nil.

(k)

Projects were approved by departmental staff with appropriate delegation level.

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(1)

Project name:	Were other suppliers considered for this project:
NDIS Phase 2 Market Research	No.
Facilitation Services for Disability Stakeholder Focus Group	Yes. The following market research agencies, selected from the Department of Finance (DOF) Communications Multi-Use List, were invited to submit proposals: Taylor Nelson Sofres (TNS) (engaged for task) KMR Consulting Effective People]
Developmental and Concept Testing Research for Aged Care Reform	No
PPL Developmental Market Research	Yes. The following market research agencies, selected from the Department of Finance (DOF) Communications Multi-Use List, were invited to submit proposals: Taylor Nelson Sofres Australia (TNS) Pty Ltd Hall & Partners/Open Mind Tall Poppies Research and Marketing Pty Ltd
Aged Care Reform BTE Market Research	Yes. The following market research agencies, selected from the Department of Finance (DOF) Communications Multi-Use List, were invited to submit proposals: Hall & Partners/Open Mind Inside Story Ipsos Public Affairs Pty Ltd Lonergan Research

Aged Care Commissioner

ACC have not conducted any market research since Budget Estimates in June 2014 to 31 August 2014.

Aged Care Pricing Commissioner

ACPC have not conducted any market research since Budget Estimates in June 2014 to 31 August 2014.

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Australian Aged Care Quality Agency

(a) \$35,830.

- Validation of a survey to be completed by relatives prior to an audit of a residential aged care facility - \$27,830.
- Consultation with guardian boards re the same - \$8,000.

(b)

1. Validation of relatives/representatives pre-audit survey.
2. Consultation with Guardianship boards.

(c)

Campbell Research and Consulting.

(d)

Request for quote was conducted with four companies that provide this service nationally.

(e)

The research was conducted nationally by Campbell Research and Consulting.

(f)

Focus groups.

(g)

Cognitive testing and interviews were conducted.

(h)

Relatives of residents in aged care home were recruited independently through a market research agency. Indigenous Australians who were relatives of residents in an aged care home in a remote region were recruited through a researcher who had an established relationship with the community. Public guardians were selected after consultation with senior managers.

(i)

The firm that conducted this review was selected through a 'request for quote' process.

(j)

Nil input.

(k)

A review of submissions was provided to our CEO and the market research company was approved through the review of these submissions.

(l)

Four firms that specialised in this type of study were approached to conduct this research.

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Australian Institute of Family Studies (AIFS)

1. Since Budget Estimates in June 2014 to 31 August 2014 all market research undertaken by AIFS over the amount of \$10,000 (GST inclusive) is available on AusTender (www.tenders.gov.au).

As AIFS is a research organisation with more than 50 separate research projects it would be an unreasonable diversion of AIFS' resources to answer these questions.

National Disability Insurance Agency (NDIA)

1. The National Disability Insurance Agency (NDIA) engaged a market research firm to assist the Agency to ensure that its communications are properly targeted for participants, the disability sector and the Australian community. This work supports performance of the Agency's functions with respect to providing information to people about the NDIS and building community awareness. This market research will also be used to develop a targeted communications and engagement strategy for a successful transition to full scheme.

(a)

\$151,849.97 (excluding GST).

(b)

Communication and engagement research (Programme 1.3: Agency costs): \$151,849.97 (excluding GST).

(c)

Crosby Textor Research Strategies Results Pty Ltd.

(d)

Select tender – three market research firms were approached for a quote. Two companies submitted quotes.

(e)

An online survey was conducted across Australia. Focus groups and interviews were held in:

- Townsville, Queensland;
- Western Sydney, New South Wales;
- Melbourne, Victoria; and
- Perth, Western Australia.

(f)

The research was conducted via focus groups, small in-depth group interviews, and a national online survey of 1,000 people, including a sub-sample of people with disability and their families and carers.

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(g)

Yes (see 1(f) above).

(h)

Participants for the focus groups were selected on a representative basis, to align with the general population.

(i)

See 1(d) above.

(j)

Nil.

(k)

The engagement was approved by the Acting Chief Executive Officer of the National Disability Insurance Agency.

(l)

Yes, two other firms were approached for a quote:

- Galaxy Research Pty Ltd; and
- Roy Morgan Research Pty Ltd.

Social Security Appeals Tribunal (SSAT)

SSAT have not conducted any market research since Budget Estimates in June 2014.