

## Senate Standing Committee on Education and Employment

### QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

#### Cross Portfolio

Department of Employment Question No. EMSQ16-000620

Senator Ludwig provided in writing.

#### Question

##### Market Research

Since the change of Prime Minister on 14 September, 2015:

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

- 1 – 3. The department has spent \$98,221 and committed \$138,876 on market research, from 14 September 2015 to 22 February 2016.

Activity	Organisation	Division/Programme	Expenditure as at 22/2/16 (GST exc)	Committed as at 22/2/16 (GST exc)
Benchmark tracking and evaluation research	DBM Consultants	Communication Branch jobactive campaign	\$84,422	
Post-production testing	Taylor Nelson Sofres Australia (TNS)	Communication Branch jobactive campaign promotion of Restart		\$36,000
Benchmark and tracking research	DBM Consultants	Communication Branch jobactive campaign promotion of Restart		\$102,876
User Experience Testing research	Student Edge Pty Ltd	Stakeholder Relationships and Coordination Branch Youth Employment	\$9,086	
Computer interactive technology for User Experience Testing research	Student Edge Pty Ltd	Stakeholder Relationships and Coordination Branch Youth Employment	\$4,713	
<b>TOTAL</b>			<b>\$98,221</b>	<b>\$138,876</b>

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4. A number of research agencies, including TNS and DBM Consultants, were selected from the Communications Multi-Use List (CMUL) to submit proposals to undertake developmental and creative concept and refinement research; and benchmark and tracking research for the jobactive communication campaign.

Student Edge was selected via direct quote to undertake User Experience testing on a live test site of a youth employment website being developed by the department.

5 – 8.

### **jobactive campaign**

Tracking research – conducted by DBM Consultants in September 2015:

- Consisted of computer assisted telephone interviewing (CATI) (national) with jobactive providers, small to medium employers and mature age job seekers
- Total sample size for tracking research was 652 SMEs, 252 job seekers and 108 jobactive providers
- The job seeker and jobactive provider samples were provided to DBM Consultants by the Department of Employment. For the small to medium employer participants, DBM Consultants used their proprietary Business Database sample frame.

### **jobactive campaign promotion of Restart**

Benchmark and tracking research – conducted by DBM Consultants. Benchmark research was conducted during January – February, and tracking research commenced on 22 February and is ongoing:

- Consisted of CATI interviews (national) with jobactive providers, small to medium employers and mature age job seekers
- Total sample size for benchmark is 500, and the sample size for tracking is expected to be 1,000
- The job seeker and jobactive provider samples were provided by the Department of Employment. For the small to medium employer participants, DBM Consultants used their proprietary Business Database sample frame.

Post-production testing – conducted by TNS from 2 to 4 February 2016:

- Consisted of 4 focus groups with employers.
- On average, 6-8 people attended each focus group.
- Participants were selected through a recruitment and research agency sub-contracted by TNS.
- These groups were held in Melbourne, Sydney and Perth.

### **Youth employment**

User Experience testing was conducted in December 2015 in Sydney and Perth. The testing was conducted one-on-one (and filmed) consisted of two parts:

- using computer interactive technology which included electronic capturing of eye movements, mouse clicks and commentary
- open discussion on website characteristics

A range of participants were selected from Student Edge membership, based on the three main youth target groups of the website:

- School students in Years 10 and 11
- School students in Years 11 and 12
- School leavers, registered job seekers, tertiary students

9 – 12.

The Department of Employment invited five research agencies from the Communications Multi-Use List (CMUL) to submit proposals to undertake developmental and creative concept and refinement research for the jobactive campaign. Three research agencies from the CMUL were invited by the Department of Employment to submit proposals to undertake benchmark and tracking research.

An evaluation committee within the Department of Employment assessed all proposals against the identified evaluation criteria, and TNS was selected by the departmental delegate on this basis to conduct developmental and creative concept and refinement research for the jobactive campaign. DBM Consultants was selected by the departmental delegate on this basis to conduct benchmark and tracking research for the jobactive campaign.

Student Edge was approached directly with approval being granted at Branch Manager level in compliance with relevant guidelines. No other agencies were approached to undertake the Youth Employment testing.

There was no Ministerial involvement in any of these selections.