**QUESTIONS ON NOTICE**
**Supplementary Budget Estimates  2014-2015**

**Cross Portfolio**

**Department of Employment Question No.**

**Senator Ludwig provided in writing.**

**Question**

**Market Research**

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**

**Qualitative market research**
From 4 June 2014 to 27 June 2014, the department conducted qualitative market research for the Restart and mature age employment campaign, which commenced from July 2014. The cost of the research was $68,642 (GST exclusive).The department obtained a list of consultants from the Department of Finance's Communications Multi-Use List and Wallis Consulting was selected via a Request for Quote. Depth interviews and focus groups were conducted in Melbourne, Hobart, Milton, Ballarat and Parramatta. Participants for the focus groups and interviews were recruited based on the target audience for the campaign.

**Quantitative market research**
From 7 July 2014 to 11 July 2014 and 6 October to 26 October 2014, the department conducted quantitative market research for the Restart and mature age employment campaign which commenced from July 2014. The total cost of the two waves of research was $54,650 (GST exclusive). The department obtained a list of consultants from the Department of Finance's Communications Multi-Use List and Hall & Partners OpenMind was selected via a Request for Quote. Online surveys have been used. Participants for the online interviews were recruited based on the target audience for the campaign.