

Senate Standing Committee on Education and Employment

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

Agency - Comcare

Department of Employment Question No. EM1130_15

Senator Ludwig provided in writing.

Question

Comcare - 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

The above questions are best answered collectively. Table 1 below provides a response to each of these questions except for questions 9 to 12 as the market research was resourced internally.

Table 1:- Market Research Undertaken by Comcare since June 2014.

Name of Research Project	Cost of Research (excl GST) (Q1)	Cost breakdown (Q2)	Who conducted research (Q3)	How were they identified (Q4)	Where was the research conducted (Q5)	Methodology (Q6)	Use of Focus Groups, Round Tables or Other Research Tools (Q7)	Selection and Recruitment of Participants (Q8)
Early Intervention Project (Phase 3)	Internal resourcing*	Internal resourcing*	Conducted Internally	n/a	Online Survey	Online Survey	No	Employers within the Comcare jurisdiction invited to participate
Employer Account Management Team Feedback Survey	Internal resourcing*	Internal resourcing*	Conducted Internally	n/a	Online Survey	Online Survey	No	Staff from sixteen premium paying employers invited to participate
Virtual Office Feedback Survey	Internal resourcing*	Internal resourcing*	Conducted Internally	n/a	Online Survey	Online Survey	No	People who entered the Virtual Office website were invited to participate

* There is an annual licence fee of \$10,000 associated with the online survey tool used by Comcare. This cost is distributed across all online surveys.