



THE DEPARTMENT OF
THE PRIME MINISTER AND CABINET



TELEPHONE: (02) 6271 5111
FACSIMILE: (02) 6271 5414

3-5 NATIONAL CIRCUIT
CANBERRA, A.C.T. 2600

Ms Sue Morton
Secretary
Finance and Public Administration Legislation Committee
Parliament House
Canberra ACT 2600

Dear Ms Morton

I refer to the Senate Estimates hearing on 27 May 2002, where Senator Faulkner questioned the Department of the Prime Minister and Cabinet about market research conducted prior to the 2001 Budget as part of the development of the *Australians Working Together* package. I can advise the following:

- This policy-related research was commissioned and paid for by the Department of Family and Community Services (FaCS).
 - The research was an inter-departmental study conducted for the Department of the Prime Minister and Cabinet (PM&C), FaCS and the then Department of Employment, Workplace Relations and Small Business (DEWRSB).
 - The research was conducted in preparation for the 2001 Budget to assist in communicating the complex *Australians Working Together* package where it was vital that the language used was meaningful to the general public and appropriate for those directly affected.
- Colmar Brunton Social Research (CBSR) conducted the research. CBSR is on a panel of research suppliers with FaCS and were used for the research on this basis.
- The research was conducted from 23 April to 1 May 2001.
- The research methodology was qualitative and involved 12 focus groups.
- CBSR determined the methodology as the most appropriate for the research objectives.
 - Locations of groups were Sydney, Melbourne, Brisbane, Toowoomba and Wagga Wagga.
 - Suggestion of locations came from CBSR in consultation with PM&C, FaCS and DEWRSB, and were standard suggestions given the limited time available.

CBSR have offices in Sydney, Melbourne and Brisbane, and have well-established group recruiters and facilities in Toowoomba and Wagga Wagga.

- The profiles of the groups were also determined by CBSR in consultation with FaCS, PM&C and DEWRSB, as is usual and appropriate, and were based on those people who were most likely to be affected by the reforms. As indicated above, the locations for the groups were identified by CBSR and the matter of electorates was irrelevant to the selection process.

The report of the research findings was provided to the Community Affairs Legislation Committee following a request during the February 2002 Estimate hearings.

Yours sincerely



Alan Henderson

Executive Coordinator

Government and Corporate

29 May 2002