Market Research and Evaluation - Campaign, Communication and Marketing Activities Policy

Policy Statement
Campaign, communication and marketing activities undertaken by or on behalf of Queensland Health are supported by an evidence base that includes market research and evaluation.

Intent of this policy
To establish a cohesive and comprehensive approach to the development and management of Queensland Health market research and evaluation associated with campaign, communication and marketing activities that:

- ensures clear and measurable objectives and strong frameworks for evaluation
- clearly defines target audiences and markets
- informs strategy development
- informs messages, tactics and channels
- provides a strong evidence base for decision making
- allows for robust reporting, measurement of success and continuous improvement

Scope
This Departmental policy is not mandatory for Health Service Districts from 29 June 2012

This Policy does not apply to market research for clinical services delivery or planning.

Principles
Evaluation and research activity shall:

- have a clear purpose and expected outcomes
- be compliant to Queensland Government policies
- respect the individual rights, privacy and dignity of research participants
- be cost effective and stand up to public scrutiny
- add to the evidence base of knowledge on the issues
- be appropriate for the level of campaign, communication and marketing activity undertaken
- reflect a responsible level of resource and financial investment.

Legislative or other Authority
Information Privacy Act 2009
Related Policy or Documents

- Standing Offer Arrangement for Market Research Services (DPC-1754-08) (Department of the Premier and Cabinet)
- Australian Market & Social Research Society (AMSRS) Code of Professional Behaviour
- Market & Social Research Privacy Principles (Association of Market & Social Research (AMSRO))
- Procurement Policy (Queensland Health)
- Your Guide to Queensland Government Advertising: Department of Premier and Cabinet
- Queensland Government Advertising Code of Conduct: Department of Premier and Cabinet
- Queensland Health Social Marketing, Education and Advertising Campaigns Policy
- Code of Conduct for the Queensland Public Service

Supporting Documents


Review

This policy will be reviewed 9 November 2012. However a review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

Date of Last Review: New policy

Supersedes: New policy

Policy Custodian

Senior Director, Integrated Communications, Office of the Director-General

Responsible Executive Management Team member

Director-General, Queensland Health

Approval and Implementation

Approving Officer: Michael Reid, Director-General, Queensland Health

Approval Date: 09/11/2010

Implementation Date: 09/11/2010
Glossary of Terms used in this policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Mass Media</td>
<td>Those means of paid communication (e.g. newspaper, radio, television, billboards, convenience advertising etc) that are designed to reach and influence large numbers of people.</td>
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<tr>
<td>Social Marketing</td>
<td>The systematic application of marketing, along with other concepts and techniques, to achieve specific behavioural goals for a social good.</td>
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<tr>
<td>Market Research</td>
<td>Market research is the process of gathering and analysing information to help identify and define marketing opportunities and problems.</td>
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<tr>
<td>Evaluation</td>
<td>In the context of marketing, evaluation is the process of assessing the success of an activity against measurable objectives.</td>
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<td>Campaign</td>
<td>In the context of marketing, a campaign is a communications approach that employs a creative strategy through a combination of media aimed at addressing a marketing opportunity or problem.</td>
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<td>Evidence base</td>
<td>In the context of marketing, an evidence base is a grounding in research evidence that supports the strategy, creative or tactical decisions that have been made.</td>
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