

1. Statement

This standard identifies the minimum requirements that evidence the implementation of the Department of Health's *Consumer insight and market research policy*. It also identifies the responsibilities (and audit criteria) of individual positions in relation to these requirements.

2. Scope

This standard applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units. Compliance with this standard is mandatory.

This standard does not apply to epidemiological data, surveillance data or academic research.

3. Requirements

3.1 Determining the need for research

- 3.1.1 Consumer insight must be gathered through market research before undertaking any marketing activity or significant stakeholder communication.
- 3.1.1 Consumer insight must be gathered through market research before implementing any new programs and/or policies, in conjunction with other forms of research.
- 3.1.2 Market research must be used to evaluate and improve existing programs and policies, in conjunction with other forms of research.
- 3.1.4 Market research must be specific to an issue, risk or opportunity and not be used as a tool to gather information on a variety of disparate issues unless approved by the Integrated Communication's Director of Marketing.

3.2 Engaging a research agency

- 3.2.1 All market research projects to inform or evaluate any and all marketing, policy or program activities must be commissioned by the Integrated Communication's Marketing Unit.
- 3.2.2 Prior to commissioning market research to inform or evaluate any and all marketing, policy or program activities, a project brief will be approved by Integrated Communication's Marketing Manager or delegate.
- 3.2.3 Different research agencies may be engaged to carry out exploration research or concept testing. However, a single research agency will be commissioned to undertake the baseline, post-campaign and tracking (if required) research of a project to ensure consistency.

3.3 Managing research activities

- 3.3.1 All liaison with the commissioned market research agency will be managed through the Integrated Communication's Marketing Unit unless approved by the Integrated Communication's Director of Marketing.
- 3.3.2 Research plans must be developed for all marketing, policy and program activities. Research plans must:
- include specific, measurable, achievable, relevant and timely objectives (these objectives shall form the basis for evaluating the success of the campaign, policy or program)
 - include details of the budget allocation for the research phase
 - identify how audience-specific research will be conducted (e.g. for Aboriginal and Torres Strait Islander people, youth groups or multicultural groups)
 - contain provisions for protecting the rights, privacy and dignity of the research participants.
- 3.3.3 All contracts entered into with external agencies for market research must require a formal report to Queensland Health upon completion of the research. These will be held and registered by Integrated Communication.

3.4 Market research reporting

- 3.4.1 All market research reports, informing or evaluating marketing, program or policy activity should be held in a central repository within Integrated Communication.
- 3.4.2 All formative market research reports must be made available to department staff to support marketing, program and policy development.
- 3.4.3 Evaluative market research reports must be made available to department staff where appropriate, ensuring privacy and confidentiality is not breached. This will be determined by the Integrated Communication's Director of Marketing.

3.5 Responsibilities

Position	Responsibility	Audit criteria
Marketing Manager, Integrated Communication	Approve the commissioning of market research for any and all marketing, program and policy activity.	Campaign brief is appropriately approved.
Director of Marketing, Integrated Communication	Oversee reporting and recording of all market research activity within the department.	Reporting as required.

4. Related legislation and documents

- Queensland Government Code of Conduct
- Queensland Health Procurement Policy
- Department of Health Consumer insight and market research policy
- Standing Offer Arrangement for Market Research Services (PTD0011-14)) (Department of Housing and Public Works)
- Australian Market and Social Research Society (AMSRS) Code of Professional Behaviour
- Market and Social Research Privacy Principles (Association of Market and Social Research (AMSRO))
- *Information Privacy Act 2009*

Version control

Version	Date	Comments
1	11 May 2015	Policy Rationalisation Project – new document