

1. Statement

The purpose of this policy is to set out the principles applying to consumer insight and market research projects conducted with the Queensland public, undertaken by or on behalf of Queensland Health to ensure they are supported by an evidence base that includes consumer-focussed research and evaluation.

2. Purpose

To establish a cohesive and comprehensive approach to the development and management of Queensland Health consumer insight projects, including market research to inform or evaluate any and all marketing, policy and program activities.

The policy sets out to:

- ensure clear and measurable objectives and strong frameworks for evaluation
- clearly define target audiences and markets
- inform strategy development and purchasing decisions
- provide a strong evidence base for decision making
- allow for robust reporting, measurement of success and continuous improvement
- provide a centralised approach to managing and recording all consumer insight conducted by the department.

3. Scope

This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units.

4. Principles

Market research projects 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
- reflect a responsible level of resource and financial investment.

5. Requirements

All consumer insight and market research projects must comply with the Department of Health's *Consumer insight and market research standard*.

Version control

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