

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2014 - 2015**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000063**

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 36.

***Ad campaign - market research***

**Question**

Ms Paul: We are also talking about two different things. We have been talking about—quite rightly, because you have asked about two—the market research done before the campaign was developed and the evaluation research done after.

Senator RHIANNON: But I am trying to work through it very systematically, to be fair. So, to repeat the question—

Ms Gleeson: The methodology for the developmental research was a mix of focus groups and an online questionnaire.

Senator RHIANNON: For the focus groups, you understand you will give us the quantitative data there.

Ms Gleeson: Correct.

Senator RHIANNON: For the online survey, can you provide the quantitative data?

Ms Gleeson: We will do that. We can take that on notice.

Senator RHIANNON: You have or you will?

Ms Gleeson: We can take that on notice.

Senator RHIANNON: Good. Can you supply the questions that were asked; what reach you expected to get, that you were told you would get by the company; what the company was—

Ms Paul: It was ORIMA Research.

Senator RHIANNON: thank you—who the company was; and what the response was.

Ms Paul: Sure. Yes, we can take that on notice.

**Answer**

The requested data is not publicly available as it was the subject of Cabinet deliberations. The research questionnaire is not available as it is a crucial element of the research company's unique research methodology.