

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Outcome Number: Cross

Question No: 144

Topic: Schoolkids Bonus campaign

Hansard Page: 04/06/2013 - CA27

Senator Cash asked:

Can you provide the brief that was provided to TNS to undertake the creative concept research for the Schoolkids Bonus campaign?

Answer:

The Department is unable to provide the full brief for concept testing research as it refers to developmental research which has not been approved for release. However excerpts of the brief, identifying requirements and scope, are provided below.

Purpose

The Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) invites proposals to conduct concept testing market research to test creative concepts, advertisements and information products for the proposed Schoolkids Bonus campaign.

Background

In the 2012 Federal Budget, the Australian Government announced that it will introduce a new upfront cash payment called the Schoolkids Bonus to help families with the cost of their children's education. The legislation was passed in Parliament on 10 May 2012 and received Royal Assent on 26 May 2012. Further amendments are being introduced in the Spring 2012 Parliamentary sitting period to extend the eligibility criteria to include other income support payments. This will ensure the Schoolkids Bonus is provided to those that need it most.

Commencing 1 January 2013, the Schoolkids Bonus aims to help families and individuals pay for expenses such as uniforms, books, school excursions, stationery and other costs like music lessons and sports registration fees. Around 2.2 million students will benefit from the payment.

The Schoolkids Bonus replaces the Education Tax Refund (ETR), which was administered by the Australian Tax Office (ATO). The ETR was introduced in 2007 to help make education costs, and access to new technology in particular, more affordable for families. In 2010, the program was expanded to include school uniforms as an eligible expense from 1 July 2011. The Government is replacing the ETR because around one million families were either claiming less than the full ETR amount or claiming nothing at all.

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Need for research

Concept testing research is needed to ensure that the creative concepts developed are appropriate for the target audiences and deliver key campaign messages clearly and effectively. Specifically, the concept testing will determine the most appropriate language, tone, information and look/layout for advertising and information products to ensure they achieve cut through.

The successful consultant will be required to ensure the research is not undertaken in a way that would present a bias (positive or negative) towards particular concepts, communication methods or expectations of target audiences.

Research requirements

The successful agency is required to conduct three phases of concept testing research.

The successful agency is required to recruit participants, including development of a recruitment screener.

The proposal

Proposals must demonstrate value for money and contain:

- demonstrated understanding of the research requirement, issues and broader context
- a clear outline and rationale of proposed sampling and methodology for the research, and rationale for such an approach (this should clearly identify any limitations of the proposed methodology)
- proposed methods to ensure data quality
- a detailed timeline for doing the research that complements the timeline outlined in this brief
- a detailed breakdown of costs for all research tasks including itemised incentives and travel for an all-inclusive total cost, and structured by phase with a costs identified should a further round of concept testing be required
- names and responsibilities of personnel who will be working on the research, including a specific project manager. Note: Personnel and agency CVs and credentials are not required
- details of any sub-contractors who will be engaged and their responsibilities
- examples of similar projects undertaken and details of at least two referees
- a brief statement regarding the company's current level of indemnity insurance
- a brief statement regarding the company's conformity with:
 - the AMSRS Code of Professional Behaviour;
 - Quality Assurance to AS 4752 or ISO 20252;
 - industry privacy standards;
 - the values and principles of ethical research - respect for human beings, research merit and integrity, justice and beneficence - as articulated in the National Statement on Ethical Conduct in Research Involving Humans, issued by the National Health and Medical Research Council (NHMRC).

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Selection criteria

The following selection criteria will be used to make an overall assessment of value for money:

- understanding of the brief and associated issues
- quality and clarity of the proposed sampling
- quality and clarity of the research methodology and its rationale
- proposed methods to ensure data quality
- ability to meet the timing and budget of the project
- quality and experience of the personnel proposed for the consultancy
- demonstrated organisational ability to undertake the research.