

**Senate Committee: Education and Employment**

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

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000066**

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 37.

*Also refer to previous Question No. SQ15-000062*

***Advertising campaign - Online and telephone surveys***

**Question**

Senator RHIANNON: They rely on online and phone surveys?

Ms Gleeson: Correct.

Senator RHIANNON: Can you take it on notice? If you had the figures, it would be wonderful.

Ms Gleeson: Yes, definitely.

Senator RHIANNON: If you had the figures now is what I meant.

Ms Gleeson: I would prefer to take that on notice.

Senator RHIANNON: Okay. Again, the questions there, for both sections, are: how many people were involved in the surveys; what was the reach of the surveys; how many people did the company commit to undertaking research with; and how many actually responded to the online and phone surveys?

...

Senator RHIANNON: So for each of those three sections you are taking on notice the quantitative data for the online surveys and phone surveys?

Ms Gleeson: Correct.

Senator RHIANNON: And did I understand that you just said that they have a way of ensuring different people are involved? So we have six things there: three lots of online surveys and three phone survey, right?

Ms Gleeson: Correct.

Senator RHIANNON: Do they ensure that different people are involved in each one of those?

Ms Gleeson: That is my understanding. It is one of the reasons why we contract these kinds of companies through the Department of Finance's multi-use list for communication companies, because they have met certain criterion and thresholds in knowing their business in terms of research work.

Senator RHIANNON: So when you say 'it is my understanding' do you need to take that on notice and determine that that is the case?

Ms Gleeson: I am happy to take that on notice and provide a written response.

**Answer**

Benchmarking, tracking and evaluation research conducted to provide an evaluation of the overall effectiveness of the higher education communication campaign utilised online and telephone surveys with a total of 7720 participants.

This included:

- Benchmarking – Tuesday 25 November to Tuesday 2 December 2014 - 1437 participants
- Phase 1A Tracking – Tuesday 9 December 2014 to Monday 5 January 2015 - 1683 participants
- Phase 1A Evaluation – Wednesday 7 to Monday 19 January 2015 - 1490 participants
- Phase 1B Tracking – Thursday 29 January to Wednesday 19 February 2015 - 1907 participants
- Phase 1B Evaluation – Friday 20 February to Monday 2 March 2015 - 1203 participants.

The research agency initially estimated that 7750 telephone surveys would be undertaken.

The online sample was sourced from Australia's largest online research-only panel. Once an individual has completed a survey, they are excluded from receiving additional research surveys for a minimum period of six months on the same topic.

For telephone surveys, a random sampling approach is adopted and, similar to online exclusions, participants are not allowed to participate in the same survey for a minimum period of six months. Thus, for this research, different people were included in each wave.