

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Shared Services Centre**

**Department of Education and Training Question No. SQ16-000282**

Senator Ludwig, Joe provided in writing

***Market Research***

**Question**

Since the change of Prime Minister on 14 September, 2015:

1. List any market research conducted by the department/agency:

- (a) List the total cost of this research
- (b) List each item of expenditure and cost, broken down by division and program
- (c) Who conducted the research?
- (d) How were they identified?
- (e) Where was the research conducted?
- (f) In what way was the research conducted?
- (g) Were focus groups, round tables or other forms of research tools used?
- (h) How were participants for these focus groups et al selected?
- (i) How was the firm or individual that conducted the review selected?
- (j) What input did the Minister have?
- (k) How was it approved?
- (l) Were other firms or individuals considered? If yes, please detail.

## Answer

Since the change of Prime Minister on 14 September, 2015 the following market research has been undertaken by the department:

AusTender CN-ID	Description	Contract Period	Contract Value (GST inc)	Each item of expenditure and cost, broken down by division and program (GST Incl)	Supplier	Procurement Method	Where was the research conducted?	In what way was the research conducted?	Were focus groups, round tables or other forms of research tools used?	How were participants for these focus groups et al selected?	How was the firm or individual that conducted the review selected?	What input did the Minister have?	How was it approved?	Were other firms or individuals considered? If yes, please detail.
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
CN3300548	VET FEE HELP Programme student survey	26-10-15 to 30-04-16	\$302,500	Division: Skills Programmes Group  Expenditure to date: \$146,850	National Centre For Vocational Education Research	Limited tender	Australia- wide	Conducted via letter with link to an online survey	No	N/A	Supplier on the Department of Education and Training REAP panel	Nil	Authorised departmental delegate	No
CN3298510	Review the impact of the VET FEE-HELP Reforms on the national VET sector and on the behaviour of RTOs	13-10-15 to 30-11-15	\$87,120	Division: Skills Programmes Group  Expenditure to date: \$0	Ernst & Young	Limited tender	Australia- wide	Review conducted via phone interviews	No	N/A	Supplier on the Department of Education and Training REAP panel	Nil	Authorised departmental delegate	No
CN3289119	Market to support the development of the Jobs for Families campaign	31-08-15 to 31-05-17	\$459,897	Division: Early Childhood and Child Care  Expenditure to date: \$223,517	Orima Research Pty Ltd	Prequalified tender	Cairns, QLD; Brisbane, QLD; Toowoomba, QLD; Parramatta, NSW; Melbourne, VIC; Port Lincoln, SA; Adelaide, SA; Alice Springs, NT.	Quantitative research through an online questionnaire and qualitative research focus groups	Yes, focus groups were used	Research participant recruitment was undertaken by a professional ISO 20252 accredited qualitative recruitment company	ORIMA Research was selected through a prequalified tender process	Nil	Authorised departmental delegate	Yes, three research suppliers provided a submission to the Request for Quote

Also refer to Question No. SQ16-000016