

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Education Question No. ED0175_15

Senator Ludwig provided in writing.

Question

Dept & all agencies: Market Research

List any market research conducted by the department/agency since Additional Estimates in February, 2014: 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?

Answer

The amount spent on market research since 24 February 2014 is \$81,110.90 (GST inclusive).

This expenditure comprised market research services to help inform the re-branding of the Australian Early Development Index (AEDI).

The Department of Education used a limited tender to engage ORIMA Research.

This research took place in:

- Mount Gambier, South Australia
- Parramatta, New South Wales
- Melbourne, Victoria, and
- Launceston, Tasmania.

The focus groups comprised of primary school teachers, primary school principals, curriculum coordinators, school associations, early childhood educators/organisations, early childhood researchers and AEDI state and territory coordinators. Participants were recruited by Orima Research.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA)

Nil

Australian Institute for Teaching and School Leadership (AITSL)

Nil

Tertiary Education Quality Standard Agency (TEQSA)

Nil

Australian Research Council (ARC)

Nil

Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)

Nil