

Senate Committee: Education and Employment

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

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000261

Senator O'Neill, Deborah asked on 04 June 2015, Proof Hansard page 21

Campaign development

Question

Senator O'NEILL: At what stage of the process is the department currently?

Ms Gleeson: We are at the developmental research stage—so the very first stage of campaign development.

Senator O'NEILL: Have there been any spots for advertisements or anything you bought air for?

Ms Gleeson: No. That does not occur until you are well into the procurement process for the creative agencies.

Senator O'NEILL: Could you give me any idea of the sorts of questions that are being asked as part of the research?

Ms Gleeson: I cannot. I could take that on notice.

Senator O'NEILL: Thank you. Any detail around the nature of the research that is being undertaken.

Ms Gleeson: Sure.

Answer

The sorts of questions included in the developmental research aim to provide insights to:

- the current attitudes and perceptions toward parent engagement
- the barriers and motivators to improving parent engagement
- the information needs around parent engagement
- the most significant influence on a parent's engagement with their child or children
- the most effective channels to reach the target audience, and
- segmenting the target audience nationally – identifying geo-demographics, socio-economic status, cultural and linguistic diversity, occupation and family composition (i.e. number of children, child/rens' age/s).

The research involves both qualitative and quantitative research methods.