

## Senate Committee: Education and Employment

### QUESTION ON NOTICE Budget Estimates 2015 - 2016

#### Outcome: Cross Portfolio - Corporate

#### Department of Education and Training Question No. SQ15-000590

Senator O'Neill, Deborah provided in writing.

*Also refer to previous Question Nos. ED0175\_15 and ED0469\_15*

#### **Market Research**

##### **Question**

What is the Department's total spend on market research in 2014-15? Please provide a breakdown of the subject of each market research contract entered into in 2014-15, the value of each contract, the organisation/company engaged to do the work, whether focus groups were involved, and the period covered in each contract.

With respect to each:

What was the subject of the market research?

Is it to inform an advertising/communications campaign? If so, what is the budget for that campaign, and please break down the various components of that campaign (media buy, design and creative services, website development, market research)?

Were focus groups involved? If so - how many, on what dates, and in which cities were the focus groups convened?

##### **Answer**

The department's total spend on market research for the period of 2014-15 is available from AusTender.

The subject of market research undertaken in this period includes developmental research, concept testing and refinement research, benchmark tracking and evaluation research, and website refinement research.

The value of each contract, the time period and the research supplier engaged for each research project in 2014-15 is available from AusTender.

Website refinement research activities were the only research activities not related to a communication campaign. The campaign budget breakdowns are as follows:

- Higher Education campaign 2014-15 - \$9.1 million including:
  - Media buy \$6.2 million
  - Design and creative services \$2.1 million
  - Website development \$245,000
  - Market research \$600,000
- Parent Engagement campaign 2014-15
  - Market research \$404,145.46

Focus groups were used in all research projects except for the benchmark tracking and evaluation research. A total of 87 focus groups were held in Melbourne, Brisbane, Bendigo, Wagga Wagga, Sydney, Hobart, Gold Coast, Albury, Adelaide, Ballarat, Wollongong, Port Lincoln, Parramatta, Traralgon, Newcastle, Perth. All focus groups were carried out between October 2014 and June 2015.