

**Senate Standing Committee on Education and Employment - Education**

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

**Cross Portfolio**

**Department of Education Question No. ED0547\_15**

**Senator O'Neill provided in writing.**

**Question**

**Market research**

List any market research conducted by the department in 2014, to date. In relation to each market research contract, please provide: a. The total value of the contract b. Which organisation conducted the research c. How were they identified? d. Where was the research conducted? e. In what way was the research conducted? f. Were focus groups used? g. How were participants for these focus groups selected?

**Answer**

The Department of Education conducted market research in October 2014 to determine the level of awareness and understanding of the higher education system.

- a. The total cost is \$163,751 (GST inclusive).
- b. ORIMA Research
- c. ORIMA Research undertook this work after sourcing the company through the Department's Research Evaluation and Analysis Panel (REAP).
- d. Research was conducted in:
  - Melbourne, Victoria
  - Brisbane, Queensland
  - Bendigo, Victoria, and
  - Wagga Wagga, New South Wales.
- e. The research methodologies included focus groups and national online surveys with prospective university students, current university students, parents/carers of prospective university students, educators and the general public.
- f. Yes.
- g. Participants for these focus groups were selected randomly via ORIMA Research's recruitment processes.

The following agencies have provided responses:

***Australian Curriculum, Assessment and Reporting Authority (ACARA)***

ACARA conducted market research in 2014 for the My School website.

- a. The total cost was \$86,743.80 (GST inclusive).
- b. Colmar Brunton Pty Ltd.
- c. Colmar Brunton Pty Ltd was asked to quote through a request for quote process. This expenditure was for a single contract and included a number of deliverables associated with each phase of the market research.
- d. Research was conducted in major capital cities including in state, Catholic and independent schools.
- e. Focus groups was used to explore specific questions about the My School website with parents of children and principals at state, Catholic and independent schools. Stakeholder interviews were also conducted with representatives from government, Catholic and independent schools, and testing administration authorities.
- f. Yes.
- g. Colmar Brunton Pty Ltd used its own methodology to select principals and parents. ACARA identified key stakeholders to participate in interviews.

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

Nil

***Australian Institute for Teaching and School Leadership (AITSL)***

Nil

***Australian Research Council (ARC)***

Nil

***Tertiary Education Quality Standard Agency (TEQSA)***

Nil