

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2014 - 2015

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000062

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 34.

Advertising Campaign

Question

Senator RHIANNON: Before we get to that, what did you actually use? Was it the number of emails you received, the number of visits to the website or to a specific part of the website? What measurement standards have you used?

Ms Paul: I think we may have taken this on notice, but I am not sure. We would track how many hits there have been to the website. We mentioned how many calls. We certainly do track contacts once a campaign has begun. We can take that on notice for you.

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Ms Paul: There would be a range of metrics. I am quite happy to take on notice the full run of this conversation and look at what we have been measuring and what the relevant benchmarks might be. I may be misunderstanding you a bit. But, anyway, it strikes me that there are probably two components. One is: what is the level of activity? Which is what I was talking about a minute ago. Secondly, what sort of things will an evaluator—because that is outsourced—look for. I think you were also asking if there are certain benchmarks. Did you mean industry benchmarks, or—

Senator RHIANNON: No. I understand that you are taking the quantitative data on notice.

Ms Paul: Yes.

Senator RHIANNON: So we have agreed to that. I would understand that you would have to sign off on what is being evaluated so you get that quantitative data. Going through some examples, are you requesting that records are kept of the number of email inquiries about this issue, following the advertising campaign? Is that one of your metrics?

Ms Paul: Okay. I am not sure about email. Certainly we know how many hits et cetera but I am not sure about email. Let me take that on notice. Now I understand what you are getting at.

Senator RHIANNON: Again, I would have thought that you would have to sign off on how it is going to be evaluated. Do you sign off on that?

Ms Paul: Not necessarily. My formal sign off is quite particular. That goes to the content of the paid campaign. So that comes earlier. It would not have necessarily been me who said 'Let's track emails et cetera,' but I am sure it is being done, and I am happy to take it on notice.

Senator RHIANNON: But, again, the question was about the form that the evaluation takes. So you do not sign off on, 'The evaluation will take this form and these are the metrics we are going to track and report back to you and the minister'?

Ms Paul: I personally have not signed off on the contract with the evaluator, but someone will have, and I can find out who that was. They will, when we contracted with an evaluator, have specified what is required to be evaluated. So, I am quite happy to take that on notice for you. I hope that gets a bit closer to it.

Answer

Benchmarking, tracking and evaluation research to provide an evaluation of the overall effectiveness of the higher education communication campaign was conducted using online and telephone surveys with a total of 7720 participants.

The research agency was also asked to analyse other data collected by the department, including contacts once the campaign began such as:

Contact centre	Calls directly related to the campaign content: 134
Website	Unique visitors: 165,675
	Page views: 282,342
Facebook	Reach: 6,280,031
	People engaged: 85,630
	Likes: 3051

The campaign email account received 174 emails during the campaign.