

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2014 - 2015**

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000064

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 36.

Advertising campaign - Focus Groups

Question

Senator RHIANNON: Again, could you take on notice, please, to provide the number of focus groups; the number of people who attended the focus groups; where they were held; who the company was; what your expectation was, what you were told attendance would be; and how many did attend.

Ms Gleeson: Of course.

Senator RHIANNON: Okay. That was creative concepts. Thank you for that one; I had missed that. So now we are up to the advertising. How do you evaluate that? What form did the evaluation take?

Ms Gleeson: There are three different types of research that are conducted in terms of the implementation of a campaign. It is referred to and known as benchmarking, tracking and evaluation research.

Answer

Concept testing research to inform the creative concepts for the 2014-15 higher education communication campaign was conducted by ORIMA Research between 12 and 14 November 2014. Nine focus groups were held with a total of 86 participants.

This included:

- Sydney (NSW) – two focus groups
- Hobart (TAS) – two focus groups
- Gold Coast (QLD) – two focus groups
- Melbourne (VIC) – three focus groups.

Initial estimates were that nine focus groups would be conducted with between 8-10 attendees per focus group.