

Senate Committee: Education and Employment

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

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ16-000016

Senator Carr, Kim asked on 10 February 2016, Proof Hansard page 15

Market Research undertaken by the department

Question

Senator KIM CARR: Has the department undertaken any market research activities in the last six months?

Mr Cook: Market research in the last six months? I will ask Ms Gleeson to join us.

Ms Gleeson: The department has undertaken market research in the last six months.

Senator KIM CARR: Can you detail what that is, please.

Ms Gleeson: Sure. From what date would you like us to detail?

Senator KIM CARR: Tell me all of it. Tell me all of the research you have undertaken.

Ms Gleeson: Market research—I am talking in relation to communication campaigns—

Senator KIM CARR: No, I would like all of the market research that the Department of Education and Training has undertaken in the last six months.

Mr Cook: I would like to take that level of detail on notice, Senator.

Senator KIM CARR: I would appreciate you taking the detail on notice. But if you want to generalise at this point, what are the broad areas in which you have conducted market research?

Mr Cook: It would predominantly be in communications. It would be the portfolios that would have to help us in terms of outcomes 1 and 2 around other areas later in the program, but we can talk about communications as part of the work we do.

Senator KIM CARR: I want the others on notice

Answer

Below is a list of market research activities the department has undertaken within the last six months.

AusTender CN-ID	Description	Supplier
CN3289119	Market research to support the development of the <i>Jobs for Families</i> campaign	ORIMA Research Pty Ltd
CN3298510	Review the impact of the VET FEE-HELP Reforms on the national VET sector and on the behaviour of Registered Training Organisations	Ernst and Young

AusTender CN-ID	Description	Supplier
CN3300548	National Centre for Vocational Education Research VET FEE-Higher Education Loans Programme student survey	National Centre for Vocational Education Research
CN3301934	Higher Education Reforms Communication Evaluation	TNS