

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

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

**Cross Portfolio**

**Department of Education Question No. ED0469\_15**

**Senator Ludwig provided in writing.**

**Question**

**Dept & all agencies: Market Research**

Since Budget Estimates in June, 2014: List any market research conducted by the department/agency: 1. List the total cost of this research 2. List each item of expenditure and cost, broken down by division and program 3. Who conducted the research? 4. How were they identified? 5. Where was the research conducted? 6. In what way was the research conducted? 7. Were focus groups, round tables or other forms of research tools used? 8. How were participants for these focus groups et al selected? 9. How was the firm or individual that conducted the review selected? 10. What input did the Minister have? 11. How was it approved? 12. Were other firms or individuals considered? If yes, please detail.

**Answer**

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

1. The total cost is \$163,751 (GST inclusive).
2. Each item of expenditure and cost as indicated in the research proposal are:

<b>Research type</b>	<b>Component</b>	<b>Cost (GST exclusive)</b>
Qualitative	Focus groups	\$11,000
Qualitative	Participant recruitment	\$13,200
Qualitative	Reimbursement payment to participants	\$10,400
Qualitative	Venue hire and catering	\$4,250
Qualitative	Travel and accommodation	\$12,960
Qualitative	Development of discussion guides, data analysis, reporting, presentations, briefing and meetings, project management	\$26,000
Quantitative	Sample design, establishment processes and questionnaire development	\$9,650

Quantitative	Online survey fieldwork	\$38,500
Quantitative	Analysis and reporting and project management	\$23,850
<b>GST amount</b>		\$13,941

3. ORIMA Research
4. ORIMA Research undertook this work after sourcing the company through the Department's Research Evaluation and Analysis Panel (REAP).
5. Research was conducted in:
  - Melbourne, Victoria
  - Brisbane, Queensland
  - Bendigo, Victoria, and
  - Wagga Wagga, New South Wales.
6. 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.
7. Yes. Focus groups were used and an online survey was also conducted.
8. Participants for these focus groups were selected randomly via ORIMA Research's recruitment processes.
9. This firm was selected through a formal tender process. Three companies were invited to participate and ORIMA Research was selected by the evaluation panel on the basis of its relevant experience, the quality of the proposal methodology, value for money and the ability to meet the project timeframes.
10. The department procured the research agency.
11. ORIMA Research was approved according to whole of government procurement guidelines by the financial delegate on the basis of the evaluation panel recommendations.
12. Yes, two other firms were invited to tender for this process:
  - TNS Social Research, and
  - Hall & Partners/Open Mind

The following agencies have provided responses:

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

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

1. The total cost was \$86,744 (GST inclusive).

2. Each item of expenditure and cost:

<b>Research type</b>	<b>Component</b>	<b>Cost (GST exclusive)</b>
Qualitative	Focus groups	\$41,733
Qualitative	Analysis and reporting and project management	\$26,710
Stakeholder interviews	Stakeholder interviews	\$10,415
<b>GST amount</b>		<b>\$7,886</b>

3. Colmar Brunton Pty Ltd.

4. 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.

5. Research was conducted in major capital cities including in state, Catholic and independent schools.

6. Focus groups were 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.

7. Yes. Focus groups were used and stakeholder interviews were also conducted.

8. Colmar Brunton Pty Ltd used its own methodology to select principals and parents. ACARA identified key stakeholders to participate in interviews.

9. Colmar Brunton Pty Ltd was asked to quote through a request for quote process.

10. Nil.

11. The ACARA Executive approved the market research.

12. Yes. The request for quote was sent to four other market research firms in addition to Colmar Brunton:

- UNSW
- UMR Research
- Roy Morgan Research
- Lonergan Research.

***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