

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Supplementary Budget Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000669**

Senator O'Neill, Deborah asked on 21 October 2015, Proof Hansard page 18

***Parent Engagement Campaign (refers to previous question SQ15-000261)***

**Question**

Senator O'NEILL: Well, what else would preclude you from giving information about parents' attitudes to parenting and research about their perceptions towards parent engagement and what the barriers and motivations are? It seems pretty innocuous to me.

Ms Paul: We have given you a sense of it. If you want us to try to give a more detailed sense, we can take that on notice. We cannot give the actual questions because they were subject to a cabinet process.

Senator O'NEILL: I will have more on that. And if you are claiming immunity I have some questions about that as well.

Ms Paul: We are not. We are just saying that it is part of cabinet and I am happy to take on notice trying to give more detail. That is probably the best we can do.

**Answer**

Five pieces of research were undertaken to inform and evaluate the Parent Engagement advertising campaign. Research methodologies included focus groups, international best practice literature review, online and telephone surveys. The focus of research was in relation to campaign development (message development, creative execution scope, preferred media channels and usage), testing the creative concepts (resonance/relevance with target audience) and evaluating the performance of the campaign. The total number of respondents involved is estimated at 8900 people. Providing additional details of the market research is not possible as the content of the reports provide opinions, advice and recommendations that relate to Cabinet considerations. Further, the methodologies employed by the researchers are their proprietary intellectual property, disclosure of which would adversely impact on their business interests by compromising a commercial advantage they have in the market.