

Senate Committee: Education and Employment

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

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000676

Senator O'Neill, Deborah asked on 21 October 2015, Proof Hansard page 20

CN3292306: TNS Research

Question

Senator O'NEILL: Can I refer you to another tender: 3292306 for \$216,000. What is that one? Is it market research?

Ms Gleeson: Yes. That market research is for TNS Research. That is the name of the company that undertook work for us. I am just getting the reference for you. That was concept and refinement testing work that was undertaken for the department in relation to the parent engagement campaign.

Senator O'NEILL: That would have happened at an earlier period, so there should be a report that informed the delivery.

Ms Gleeson: Correct. There was a report for the department.

Senator O'NEILL: Can I have a copy of that?

.....

Mr Cook: I have to consider whether that report actually went to cabinet.

.....

Mr Cook: As is normal with all advertising campaigns on all sides of government, advertising campaigns have happened—some of those campaigns, obviously—and their reports go to subcommittees of cabinet. I do not believe we have ever provided

Answer

A report on the findings of the concept testing research was provided to the department on 3 July 2015. The department is unable to provide a copy of the report at this time as it was tabled in a Cabinet committee and could constitute information that may relate to Cabinet consideration.