

**Senate Committee: Education and Employment**

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

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000677**

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

***TNS Research: focus groups***

**Question**

Ms Gleeson: Would you like those details on the focus groups?

Senator O'NEILL: Yes.

Ms Gleeson: There were 10 focus groups held for creative concept testing, between 14 and 16 May. That

involved 93 people across the locations of Melbourne, Mount Gambier and Brisbane.

Subsequent to that, TNS

Australia conducted concept and refinement testing on 26 June. These were tested with target audiences between

28 June and 2 July. There were 14 focus groups involving approximately 84 people. They were held in

Parramatta, Melbourne, Perth and Brisbane.

Senator O'NEILL: Thank you. If you want to give me any more on notice, I would be happy if you did that.

**Answer**

TNS Research undertook concept and refinement testing research for the Parent Engagement advertising campaign. Concept testing was undertaken between 28 June and 2 July 2015 involving 14 focus groups with approximately 84 participants in Parramatta, Melbourne, Perth and Brisbane. This research resulted in recommending preferred creative agencies for the campaign creative development.

Refinement testing was undertaken between 23 and 30 July 2015 involving 12 focus groups with approximately 84 participants in Sydney, Geelong, Melbourne and Brisbane. This research resulted in a refined creative concept that was developed for execution across the campaign's media channels.

Research participant recruitment was undertaken by a professional ISO 20252 accredited qualitative recruitment company. Participants were screened for suitability and to ensure they had not taken part in other research in the past six months.