

Senate Committee: Education and Employment

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

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000879

Senator Lines, Sue provided in writing

CN3218782 GFK for "Market research to conduct message testing"

Question

In relation contract CN3218782, [ATTACHMENT J] awarded to GFK for "Market research to conduct message testing", and valued at \$78,000:

- a. What was the nature of market research undertaken? Were focus groups involved?
- b. What messages were tested?
- c. What topic or policy was subject to market research? Provide a summary of the subject matter of the research exercise.
- d. Is it the Government's intention for the market research to inform an advertising campaign? If so, what budget has been allocated for the advertising campaign?
- e. In what way was the research conducted, and what research tools were used?
- f. Were focus groups used? If so, on what dates, and how many participants were involved for each the focus groups convened?
- g. Has the Minister been briefed, and/or provided with a copy of the results of the market research (please specify)?

Answer

- a. The GFK market research was developmental research used to test public understanding around vocational education and training (VET). Seventeen focus groups were undertaken for this research.
- b. A range of key messages and terminology were tested including levels of understanding about the term "VET" and commonly used terms across the sector.
- c. The developmental research scope was to:
 - ascertain people's attitudes towards VET
 - explore key perceptions and barriers to undertaking VET study options
 - test what people know and understand of the VET training system, and
 - garner preferences for communication channels and terminology around VET.
- d. This research is being undertaken as part of the process of looking at ways to enhance communication about VET.
- e. A blended approach was used for this market research: qualitative and quantitative methodologies including focus groups, and online and telephone surveys. 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.
- f. Developmental research was undertaken between 21 January and 2 February 2015 involving 17 focus groups. Each focus group comprised six to eight participants.
- g. The Department provides advice to Ministers on a range of matters as required.