

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

**QUESTIONS ON NOTICE  
Additional Estimates 2013-2014**

**Cross Portfolio**

**Department of Education Question No. ED0352\_14**

**Senator Ludwig provided in writing.**

**Question**

**Dept/Ag - Market Research**

1. List any market research conducted by the department/agency since 7 September 2013. a. List the total cost of this research b. List each item of expenditure and cost, broken down by division and program c. Who conducted the research? d. How were they identified? e. Where was the research conducted? f. In what way was the research conducted? g. Were focus groups, round tables or other forms of research tools used? h. How were participants for these focus groups et al selected?

**Answer**

**The Department of Education have provided the following response:**

Nil

**The following Agencies have provided responses:**

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

Nil

***Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) -***

Online audience survey - market research

This survey was designed internally and promoted through AIATSIS' online channels to existing AIATSIS audiences.

- a. Total cost = \$150
- b. Cost to AIATSIS - The cost comprised incentives for participation - \$100 Aboriginal Studies Press book voucher and 2x \$25 per month subscription to Survey Monkey.
- c. In-house - Communications and Media team
- d. N/A
- e. Based in Canberra, remote responses online.
- f. Analysis of survey responses collated through Survey Monkey.
- g. Survey
- h. The online survey was promoted through AIATSIS' online channels (website, eDM and social media) inviting people to participate in an online survey by clicking on a link and answering a series of questions relating to their interaction with AIATSIS online. The survey was open to anyone.

**Australian Research Council (ARC) -**  
Nil

**The Australian Institute for Teaching and School Leadership (AITSL) -**  
Nil

**Tertiary Education Quality Standards Agency (TEQSA) -**  
Nil