

Group	Contract Number	Vendor	Contract Title	Contract Description	Total Contract Value	Start Date	End Date	Was a Report Produced as an Outcome of this Consultancy?	Report Title	Report Availability to Senate Estimates Committee	Was the contract varied at all?	If yes, variation details	Key outcomes of the contract, in addition to reports if applicable	Assessment of the effectiveness of the work undertaken
Corporate Strategy Group	PRN01388/1070	Worthington Di Marzio Pty Ltd	Benchmark research, concept testing and tracking research for Enterprise Career Education Campaign	Benchmark research, concept testing and tracking research for Enterprise Career Education Campaign	\$49,005.00	15-Feb-01	30-Jun-02	Yes	A Research Report on Enterprise & Career Education (ECE) Framework Campaign including 'Go Career' Stage One - Benchmark Quantitative Research - Part 1. Youth; Part 2. Employers; Part 3. Parents, Teachers, Career Advisors & Principals (Three Reports)	Provided to Senate Estimates on 4 June 2002	No	N/a	Assessing contemporary understanding of the ECEF Programs and Target Audience views on proposed creative concepts, and tracking reaction to media campaign as advertising was rolled out	Effective
Corporate Strategy Group	PRN02355/1828	Worthington Di Marzio Pty Ltd	Market Research to assess components of National Indigenous English Literacy & Numeracy Strategy (NIELNS)	Market Research to assess components of National Indigenous English Literacy and Numeracy Strategy (NIELNS)	\$82,170.00	24-Jun-02	22-Aug-02	Yes	A Research Report on An Assessment of Programme Component Activities (NIELNS)	Available on request	No	N/a	Target audience views about the principles behind the National Indigenous English Literacy and Numeracy Strategy (NIELNS) and their relationship to the Deadly VIBE magazine and the value of sponsorship of it by DEST	Effective
Corporate Strategy Group	PRN02854/2303	Worthington Di Marzio Pty Ltd	Market Research for New Apprenticeships Campaign 03-06	Market Research for New Apprenticeships Campaign 03-06 comprising: For the 2003 campaign: Benchmark research, concept testing, refinement of concepts and tracking research For the 2004 campaign: Developmental Research to guide the development of the 2004 campaign	\$329,365.00	11-Mar-03	01-Jun-04	Yes	Report on creative concept testing results Report on refinement research Report on benchmark research Report on post-campaign evaluation research	Available on request	Yes	Variations were in regard to the 2003 and 2004 campaigns. Variations for 2003 were concerning additional concept testing to refine creative material. Variations in 2004 were in regard to developing the 2004 Campaign. Variation details: 1. additional \$23,375 2. additional \$25,190 3. additional \$31,375 4 additional \$79,805 5 additional \$32,120 6. additional \$7,700	Market Intelligence on the contemporary views of Key Target Audiences of New Apprenticeships	Effective
Corporate Strategy Group	PRN02854/2978	Worthington Di Marzio Pty Ltd	Market Research for New Apprenticeships Campaign 03-06	Market Research consultancy services surrounding the 2004 New Apprenticeships Campaign For the 2004 campaign: Benchmark research, concept testing, refinement of concepts, and tracking research	\$208,175.00	20-Apr-04	31-Dec-04	Yes	Report on creative concept testing results Report on refinement research Report on benchmark research Report on post-campaign evaluation research	Available on request	Yes	Extra research for a third wave of advertising refinement testing variation of \$8,140	Target Audience Views about proposed creative execution of New Apprenticeship Advertising	Effective
Corporate Strategy Group	PRN02587/2643	Worthington Di Marzio Pty Ltd	Market Research services for the Announcement of the National Waste Repository	Market Research services for the Announcement of the National Waste Repository	\$61,369.00	13-Dec-02	26-Jun-03	Yes	Quantitative Benchmark Phase research report and Qualitative Phase research report on support for a Communication Campaign surrounding the announcement of the decision for the location of the National Repository for the disposal of Low Level Radioactive Waste.	Provided to Senate Estimates on 15 August 2003	No	N/a	Target Audience views about preferred communication messages and channels	Effective

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Higher Education Group	PRN5032/75202	Worthington Di Marzio Pty Ltd	Provision of market research for the higher education reforms campaign	Market research services (development and concept evaluation)	\$157,740.00	29-Jun-04	17-Jun-05	Yes	1. Higher Education Reforms Communication Campaign - Development Phase, 2. Higher Education Reforms Communication Campaign - The 'Going to Uni' website (Evaluation Phase). 3. Communication of the Higher Education Reforms "Our Universities: Backing Australia's Future" and particularly of the "Going to Uni" Website (Benchmark Study). 4. Communication of the Higher Education Reforms "Our Universities: Backing Australia's Future" and particularly of the "Going to Uni" website (Post campaign evaluation wave). 5. Higher education changes information campaign - Qualitative market research - Detailed topline findings.	Awaiting Departmental Clearance	Yes	* Change of contract end date * Addition of website, benchmark and tracking research * change scope of concept testing phase * Change to contract value from \$88,000 (inclusive of GST) to \$157,740 (inclusive of GST)	Market research to inform the development of the Higher Education Reforms Campaign	Effective
Schools Group	PRN01956/1515	Worthington Di Marzio Pty Ltd	2000-2001 Discovering Democracy programme: To conduct tracking research for the DD Communication Strategy	2000-2001 Discovering Democracy programme: To conduct tracking research for the DD Communication Strategy	\$36,250.00	10-Dec-01	31-Jan-02	Yes	A Tracking Research Wave (Discovering Democracy Programme)	Available on request	No	N/a	From the research specific targeted strategies were developed to deliver the second phase of the Communication Strategy for the <i>Discovering Democracy Programme</i>	Effective
Vocational Education & Training Group	PRN02019/1634	Worthington Di Marzio Pty Ltd	Conduct research on the awareness and familiarity levels of New Apprenticeships with employers and youth (jobseekers)	Conduct research on the awareness and familiarity levels of New Apprenticeships with employers and youth (jobseekers)	\$49,500.00	18-Feb-02	01-Apr-02	Yes	Awareness and familiarity levels of New Apprenticeships with employers and youth	Available on request	No	N/a	Benchmark research analysing level of awareness of New Apprenticeships with key target groups prior to media campaign	Effective
Vocational Education & Training Group	PRN02195/1740	Worthington Di Marzio Pty Ltd	Focus group testing with careers advisors, parents/guardians and school students for effectiveness in delivering New Apprenticeships messages	Focus group testing with careers advisors, parents/guardians and school students for effectiveness in delivering New Apprenticeships messages	\$49,720.00	20-May-02	21-Jun-02	Yes	Focus group testing with careers advisors, parents/guardians and school students for effectiveness in delivering New Apprenticeships messages	Available on request	No	N/a	Market testing of proposed promotional materials to assess whether they would be effective	Effective
Vocational Education & Training Group	PRN02270/1768	Worthington Di Marzio Pty Ltd	Post-campaign tracking research for the New Apprenticeships media buy for April to June 2002	Post-campaign tracking research for the New Apprenticeships media buy for April to June 2002	\$45,000.00	28-Jun-02	31-Jul-02	Yes	New Apprenticeships Campaign Tracking for Employers and Youth April to June 2002	Available on request	No	N/a	Tracking research analysing level of awareness of New Apprenticeships with key target groups after media campaign	Effective
Vocational Education & Training Group	PRN03163/2396	Worthington Di Marzio Pty Ltd	Preparation of paper on attitudes to New Apprenticeships	Preparation of paper on attitudes to New Apprenticeships	\$6,600.00	09-May-03	16-May-03	Yes	Attitudes to New Apprenticeships - Aggregated Report of all New Apprenticeships research	Available on request	No	N/a	Analysis of attitudes to New Apprenticeships to assist target marketing material	Effective
Vocational Education & Training Group	PRN03505/2738	Worthington Di Marzio Pty Ltd	Developmental research to inform future communication strategy for New Apprenticeships	Developmental research to inform future communication strategy for New Apprenticeships	\$49,830.00	07-Oct-03	03-Nov-03	Yes	Report on Research Findings	Available on request	No	N/a	Analysis of attitudes to New Apprenticeships to assist target marketing material	Effective