

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE SUPPLEMENTARY BUDGET ESTIMATES HEARING

Outcome: 2
Output Group: 2.4 - Funding for Higher Education

DEST Question No. E680_07

Senator Stephens asked on 1 November 2006, EWRE Hansard page 78.

Question:

You provided an answer to question E340_07 about market research, where the consultancy was off-tender, select tender of off-government communication arrangements for Worthington Di Marzio, the value of which was \$157,740. What kind of market research was undertaken? What was involved in that market research? What kinds of activities were undertaken? If there was a report to the department, what were the findings of the report? The title was 'Provision of market research for the education reforms campaign'.

Answer:

Worthington Di Marzio – Market Research

The research included developmental research, concept testing, testing of the *Going to Uni* website and benchmark and tracking research.

Activities included:

- focus group discussions, one on one in-depth interviews and telephone interviews with current and prospective undergraduate / postgraduate students and parents; and
- executive in-depth interviews with peak bodies, career advisers, career reference centres, media and professional associations.

The four research reports produced under the contract were:

- *A Research Report on Higher Education Reforms Communication Campaign 'Our Universities: Backing Australia's Future' Development Phase. Study No: 04/05/3552. (Provided in response to E007_06);*
- *A Research Report on Communication Of The Higher Education Reforms "Our Universities: Backing Australia's Future" and Particularly Of The "Going To Uni" Website (Post Campaign Evaluation Wave). Study No: 05/02/1015. (Provided in response to E007_06);*
- *A Research Report on Communication of The Higher Education Reforms "Our Universities: Backing Australia's Future" and Particularly of The "Going to Uni" Website (Benchmark Study). Study No: 04/11/3641; and*
- *A Research Report on Higher Education Reforms Communication Campaign. The 'Going to Uni' Website. Study No: 04/11/3631.*

All reports are available from the Department of Education, Science and Training website at: http://www.dest.gov.au/sectors/higher_education/publications_resources/profiles/highered_reforms_communication_market_research_2004_05.htm