

**MINISTER FOR EDUCATION — MARKET RESEARCH AND POLLING AGENCIES**

5759. Mr W.J. Johnston to the Minister representing the Minister for Education; Aboriginal Affairs; Electoral Affairs:

For each agency within each of the Minister's portfolio of responsibilities, please provide the following information:

- (a) during the 2015–16 financial year, on how many occasions did the agencies engage market research or polling agencies;
- (b) what are the names of these market research or polling agencies, and how much was paid to each such business;
- (c) what is the title and date of each report prepared by these market research or polling agencies;
- (d) if a copy of any such report was provided to the Minister or the Minister's office, which reports were provided, and on what date; and
- (e) did any such market research or polling agency provide a verbal briefing to the Minister or to the Minister's office:
  - (i) if yes, on what date or dates; and
  - (ii) if yes, who was present during this verbal briefing?

**Mrs L.M. Harvey replied:**

Department of Aboriginal Affairs

- (a) Nil.
- (b)–(e) Not applicable.

Department of Education Services

- (a) Nil.
- (b)–(e) Not applicable.

Department of Education

- (a) Three.
- (b) Taylor Nelson Sofres (TNS) – \$55,305 (ex GST).
- (c)

<b>Title of marketing report</b>	<b>Date prepared</b>
Secondary school community consultation – Kalgoorlie	October 2015
Bigger Picture Education campaign evaluation phase 2 benchmark	March 2016
Digital communications strategy wave 1	April 2016

(d)

<b>Title of marketing report</b>	<b>Date provided to the Minister</b>
Secondary school community consultation – Kalgoorlie	26 October 2015
Bigger Picture Education campaign evaluation phase 2 benchmark	20 May 2016

Note: Both the secondary school community consultation – Kalgoorlie and Bigger Picture Education campaign evaluation phase 2 benchmark reports are publicly available on the Department of Education's website.

- (e) Yes, on the Secondary school community consultation – Kalgoorlie.
  - (i) 5 and 9 November 2015.
  - (ii) Principal Policy Adviser – Education from the Minister's office on 5 November 2015 and the Minister for Education on 9 November 2015 at the Kalgoorlie community meeting.

Country High School Hostels Authority

- (a) None.
- (b)–(e) Not applicable.

School Curriculum and Standards Authority

- (a) None.

(b)–(e) Not applicable.

Western Australian Electoral Commission

(a) None.

(b)–(e) Not applicable.