



**Government of South Australia**

**Department for Education**

Our Ref: DE18/36944  
Your Ref: 70398889

Freedom of Information  
Information Release Unit  
Customer Services and Business Support

31 Flinders Street  
Adelaide SA 5000

GPO Box 1152  
Adelaide SA 5001  
DX 541

Tel 08 8226 3231  
Email [education.foi@sa.gov.au](mailto:education.foi@sa.gov.au)  
[www.education.sa.gov.au](http://www.education.sa.gov.au)

Ms Susan Close  
Member of Parliament  
Unit 1, 111 Lipson Street  
PORT ADELAIDE SA 5015

Dear Ms Close

**RE Freedom of Information - Determination**

I refer to your Freedom of Information application received by the Department for Education on 20 August 2018, requesting access to:

*'Copies of all documents including but not limited to physical, electronic, written briefs, reports, questions asked, results, minutes, emails or meeting notes regarding focus groups relating to the transition of year 7 from primary school into high school. Copies of all invoices, fees and any other costs in relation to conducting focus groups relating to the transition of year 7 from primary school into high school. From 2018-03-19 to 2018-08-20.*

Searches have been conducted for information in relation to your request. Seventeen documents have been located that have been identified as matching the scope of your application. I have considered the documents with reference to the *Freedom of Information Act, 1991* (the FOI Act) and the outcome of consultation with Square Holes. I have determined to release thirteen documents in full and exempt the remaining four documents in full.

Please see the attached schedule detailing the clauses for refusing access in full. In addition, a more detailed explanation of the specific clauses relied upon is set out below.

**Clause 7 (1) – Business affairs**

I have determined that documents 1a, 4a, 5a and 7a contain exempt information by virtue of Schedule 1, clause 7(1)(a) and (b) which provides that:

## **7 – Documents affecting business affairs**

*(1) A document is an exempt document –*

*(a) If it contains matter the disclosure of which would disclose trade secrets of any agency or any other person; or*

*(b) if it contains matter –*

*(i) consisting of information (other than trade secrets) that has a commercial value to any agency or any other person; and*

*(ii) the disclosure of which –*

*(A) could reasonably be expected to destroy or diminish the commercial value of the information; and*

*(B) would, on balance, be contrary to the public interest.*

Clauses 7(1)(a) and (b) apply to information relating to trade secrets and the commercial process. I have established these documents contain key intellectual property around research methodology and strategic communications which is Square Holes' core business. They also contain information pertaining to business and financial affairs that would have commercial value to its competitors. It is considered that the release of these documents would adversely affect the value of their business by allowing competitors to craft research and communication proposals and offerings to government clients in Australia which would be against the public interest.

No costs have been levied for processing of your application as they are within the threshold prescribed by the Fees and Charges Regulations allowed for Members of Parliament.

If you are dissatisfied with this determination, you are entitled to exercise your right for an internal review in accordance with section 29(1) of the FOI Act. To make an internal review application, please complete an application for Internal Review which can be downloaded from <https://www.education.sa.gov.au/department/legal-services/freedom-information-foi-requests>. Alternatively an application may be made in writing, addressed to the Principal Officer of this agency and must be accompanied with the appropriate fee (if applicable). This application must be lodged within 30 days from the date of this determination.

In accordance with the requirements of Premier and Cabinet Circular PC045, details of your FOI application, a copy of your notice of determination, schedule of documents and the documents to which you are given access, may be published in the agency's disclosure log. A copy of PC045 can be found at <http://dpc.sa.gov.au/what-we-do/services-for-government/premier-and-cabinet-circulars>. If you disagree with publication, please advise the undersigned at [education.foi@sa.gov.au](mailto:education.foi@sa.gov.au) within 30 days from the date of notice of determination.

Should you require further information, please contact Freedom of Information on telephone 8226 3231 or email [education.foi@sa.gov.au](mailto:education.foi@sa.gov.au).

Yours sincerely

A handwritten signature in black ink, appearing to be 'CA', written over a faint horizontal line.

Chrissie Argitis  
**ACCREDITED FREEDOM OF INFORMATION OFFICER**

Date: 2 October 2018

| Freedom of Information Document Schedule |            | DE2018/36944   | Focus Groups Relating to Transition of Year 7 From Primary to High School |  |             |                    |             |
|--|------------|----------------|---|--|-------------|--------------------|-------------|
| Document Number                          | Dated      | Author / From  | Recipient / To  | Title / Subject                                    | No of Pages | Determination      | Clause      |
| 1  | 15/08/2018 | Square Holes   | DE - N Hubbard  | Email - Mid project invoice                        | 1           | Full Release       |             |
| 1a                                       |            |                |   | Attachment - Tax Invoice 180704b                   | 1           | Fully Exempt       | 7(1)(a)&(b) |
| 2  | 14/08/2018 | Square Holes   | DE - N Hubbard  | Email - Final discussion guide                     | 1           | Full Release       |             |
| 2a                                       |            |                |   | Attachment - Draft Year 7 to HS web content copy   | 2           | Full Release       |             |
| 2b                                       |            |                |   | Attachment - Year 7 Session Guide - Final 14/8/18  | 2           | Full Release       |             |
| 3  | 9/08/2018  | DE - N Hubbard | Square Holes  | Email - Discussion guide                           | 1           | Full Release       |             |
| 3a                                       |            |                |   | Attachment - DECD Session Guide (p/n 180704)       | 2           | Full Release       |             |
| 3b                                       |            |                |   | Attachment - Web Content - Year 7 In High School   | 3           | Full Release       |             |
| 4  | 8/08/2018  | Square Holes   | DE - N Hubbard  | Email - Commissioning invoice                      | 1           | Full Release       |             |
| 4a                                       |            |                |   | Attachment - Tax Invoice 180704a                   | 1           | Fully Exempt       | 7(1)(a)&(b) |
| 5  | 2/08/2018  | DE - N Hubbard | Square Holes  | Email - Timing and recruitment                     | 2           | Full Release       |             |
| 5a                                       |            |                |   | Attachment - Market Research Project Approval      | 5           | Fully Exempt       | 7(1)(a)&(b) |
| 6  | 1/08/2018  | DE - N Hubbard | Square Holes  | Email - Confirmation                               | 1           | Full Release       |             |
| 7  | 26/07/2018 | DE - N Hubbard | Square Holes  | Email - Initial rough thoughts... focus groups     | 3           | Full Release       |             |
| 7a                                       | 26/07/2018 | Square Holes   | DE - N Hubbard  | Attachment - Letter - Year 7 to HS market research | 10          | Fully Exempt       | 7(1)(a)&(b) |
| 8  | 26/07/2018 | Square Holes   | DE - N Hubbard  | Email - Small job                                  | 2           | Full Release       |             |
|  |            |                |   | Duplicate attachment removed                       |             | Duplicate refer 7a |             |
| 9  | 11/07/2018 | DE - N Hubbard | Square Holes  | Email - RE:  | 1           | Full Release       |             |

**From:** Ros Brady  
**To:** [Hubbard, Nathan \(Education\)](#)  
**Subject:** Mid project invoice  
**Date:** Wednesday, 15 August 2018 2:59:19 PM  
**Attachments:** [DECD\\_180704b.pdf](#)

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Hi Nathan

I hope your week is going well.

Please find attached our mid project invoice 180704b.

Please do not hesitate to contact me should you have any queries.

Thanks

Ros Brady  
Accounts/Administration  
Square Holes Pty Ltd  
8-10 Regent Street North  
ADELAIDE, SA 5000  
1800 038 257  
673 Bourke Street,  
MELBOURNE, Victoria 3000  
[www.squareholes.com](http://www.squareholes.com)  
[LinkedIn](#)

Part Time [Available: Mon/Wed]

"The true sign of intelligence is not knowledge but imagination" [Albert Einstein]

**From:** Linley Bertram  
**To:** [Hubbard, Nathan \(Education\)](#)  
**Cc:** [Jason Dunstone](#); [Phil Defoya](#)  
**Subject:** Final discussion guide  
**Date:** Tuesday, 14 August 2018 10:20:43 AM  
**Attachments:** [10.07.2018 DRAFT Year 7 to HS web content copy \(004\).docx](#)  
[180704 DECD\\_Yr 7 session guide\\_FINAL\\_14-8-18.pdf](#)

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Hi Nathan,

Please find attached the updated session guide for your approval, as well as the content for the participants to read. The first section about decision making is just a warm up, so wont spend too much time on this.

How many are coming along to view the groups this evening?

Many thanks  
Linley

**Linley Bertram** | Senior Project Manager

Square Holes

T 08 8232 3355

E [linley@squareholes.com](mailto:linley@squareholes.com)

W [squareholes.com](http://squareholes.com)

[Office days: Mon, Tues, Wed & Thurs]

## Year 7 in high school [DRAFT]

### Timeframe

South Australian Year 7 public school students will move to high school by 2022.

Year 7 students are a part of high school in all other Australian states and territories and this move brings South Australia in line with other jurisdictions

There will be no change to year 7s in the public school system in 2019, however Many South Australian independent schools are already educating year 7s in a high school setting. The Catholic system will be educating year 7s in high school from 2019.

Consideration will be given as to whether some public high schools begin accepting year 7 enrolments in 2020 or 2021. More information will be available on this as the project progresses.

### How

We will work with each school to make sure that the transition is managed in a way that reflects their local community's needs.

Every school will face its own complexities, and as the time for year 7s to move approaches, schools will be supported with individual school implementation plans.

The plans will cover workforce planning, facilities and resource management, and engagement with parents. For high schools, the plans will also involve approaches to learning and teaching, and for ensuring the wellbeing of year 7s.

Staff, schools and families will be provided with regular project update and there will be regular opportunities to provide input and feedback into the process.

Our commitment for transitioning year 7s to high school is to:

- ensure year 7s thrive in a high school setting, not just in terms of their education, but also their social and emotional wellbeing
- ensure schools are involved in the process, and that implementation reflects local realities
- provide appropriate support to teachers in transition.

## Benefits

Year 7s are thriving in high school environments across Australia. High school offers young teenagers opportunities for greater depth of learning in specialist settings.

Since 2012, South Australian schools have been teaching according to the Australian curriculum.

This curriculum has a focus on specialist courses for year 7 students and is designed to be taught in high school settings, with specialist teachers and resources such as fully equipped science labs.

The Australian curriculum also provides a grouped curriculum for year 7 and 8 in a number of subject areas.

Bringing year 7 into a high school setting will make it easier to deliver these subjects and will Align South Australia's public schools with other states, as well as other education sectors in South Australia.





## DECD – Session Guide [P/N 180704]

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### Introduction

- Purpose of research - to understand general attitudes about the transition of students from primary to secondary school.
- Series of four 90 minute focus groups with different types of parents
- Open and honest opinions are essential
- Confidentiality is assured, recordings only used for preparing the report
- Clients viewing focus groups will keep confidential

### Who are they?

- Participants will be asked to introduce themselves, including something interesting about themselves
- Household structure
- Ages of children/ year levels

### Schooling choices [5 minutes]

- What stage they are at in regards to their child's secondary schooling – are they deciding / have they decided?
- What are the key steps/ stages taken in deciding on a high school for your child?
- What factors are they considering / did they consider?
  - Family and friends already attend
  - Feeder school to preferred Secondary school
  - Affordability
  - Teacher quality
  - NAPLAN and SACE results / data
  - Well being/ Values of the school
  - Facilities/ resources
  - Specific programs e.g. STEM, Specialist education
  - Location

### Transition from primary to secondary school

- In thinking about your kids going to high school what are some of your considerations/concerns/thoughts?
- What are the positives in moving from primary to high school?
  - Prompt – specialist teachers and curriculum, better facilities?
- What are the challenges for your children?

## Year 7 in High School

**PROMPT:** The government recently announced that year 7 will transition into high school

- Current awareness of information or discussions around this?
- General thoughts and observations
  - Family / friends in other school sectors
  - Interstate
- What do they understand of the decision making or reasons behind the move?
- General thoughts and observations
- What are the effects of this?
  - Positive / negative
  - On them / children / family
- What are the benefits?
  - schools, social, educational, practical, logistical
- What are the challenges? Or weakness of this approach?
- Any other concerns around this?
  - As a parent
  - Concerns your children may have viewed
- How does this influence your decision on choosing a high school?

## Communication

- What information is needed to help explain this and guide decision making?
  - From government
  - From schools
  - Other?

## Messaging and Information Requirements

- What are the key information requirements you need to have addressed? \*\*\***
- Hand outs: Please read and note down your comments, then discuss.
  - What are your concerns?
  - What are the positives?
  - **Timeframe** – positives / negatives
  - **How** – issues or concerns?
  - **Benefits** – what are they? Agree or disagree?

## Close

- Moderator head upstairs to check with client for other queries
- Thank participants for their time
- Ask if participants need escorting to their cars or require a taxi

**From:** [Hubbard, Nathan \(Education\)](#)  
**To:** [Phil Detoya](#)  
**Cc:** [Jason Dunstone](#); [Linley Bertram](#); [Christine Dunstone](#); [Croser-Barlow, Caroline \(Education\)](#)  
**Subject:** RE: Discussion guide [SEC=UNOFFICIAL]  
**Date:** Thursday, 9 August 2018 6:16:00 PM  
**Attachments:** [180704 DECD Yr 7 session guide 8-8-18.pdf](#)  
[10.07.2018 DRAFT Year 7 to HS web content copy \(004\).docx](#)

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Hi Phil

Thanks for this

Some comments attached

And current content from the website (will relate to comment in messaging)

Thanks

Nathan

**From:** Phil Detoya <[phil@squareholes.com](mailto:phil@squareholes.com)>  
**Sent:** Wednesday, 8 August 2018 2:32 PM  
**To:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Cc:** Jason Dunstone <[jason@squareholes.com](mailto:jason@squareholes.com)>; Linley Bertram <[linley@squareholes.com](mailto:linley@squareholes.com)>;  
Christine Dunstone <[christine@squareholes.com](mailto:christine@squareholes.com)>  
**Subject:** Discussion guide

Hi Nathan,

I have attached the discussion guides for the focus groups next week.

Have a look through and if there's anything you'd like to add or adjust, please let me know.

Thanks,

Phil



## DECD – Session Guide [P/N 180704]

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### Introduction

- Purpose of research – to understand general attitudes about the transition of students from primary to secondary school.
- Series of four 90 minute focus groups with different types of parents
- Open and honest opinions are essential
- Confidentiality is assured, recordings only used for preparing the report
- Clients viewing focus groups will keep confidential

### Who are they?

- Participants will be asked to introduce themselves, including something interesting about themselves
- Household structure
- Ages of children/ year levels

### Schooling choices

- What stage they are at in regards to their child's secondary schooling – are they deciding / have they decided?
- What are the key steps/ stages taken in deciding on a high school for your child?
- What factors are they considering / did they consider?
  - Family and friends already attend
  - Feeder school to preferred Secondary school
  - Affordability
  - Teacher quality
  - NAPLAN and SACE results / data
  - Well being/ Values of the school
  - Facilities/ resources
  - Specific programs e.g. STEM, Specialist education
  - Location
- Was /is your choice of schooling a conscious decision? Why? Why not?

### Transition from primary to secondary school

- What are the positives in moving from primary to high school?
  - Prompt – specialist teachers and curriculum, better facilities?
- What are the challenges for your children?

### Year 7 in high school.

- Current awareness of information or discussions around this?
- General thoughts and observations
  - Family / friends in other school sectors
  - Interstate

Government schools are considering the move of year 7 to a secondary setting in 2022.

- What do they understand of the decision making or reasons behind the move?
- General thoughts and observations
- What are the effects of this?
  - Positive / negative
  - On them / children / family
- What are the benefits?
  - schools, social, educational, practical, logistical
- What are the challenges? Or weakness of this approach?
- Any other concerns around this?
  - As a parent
  - Concerns your children may have viewed
- How does this influence your decision on choosing a high school?

## Communication

- What information is needed to help explain this and guide decision making?
  - From government
  - From schools
  - Other?

## Messaging

- What are the key information requirements you need to have addressed?
- Messages to be explored?

## Close

- Moderator head upstairs to check with client for other queries
- Thank participants for their time
- Ask if participants need escorting to their cars or require a taxi to be called

## WEB CONTENT

### Year 7 in high school

#### Timeframe

South Australian Year 7 public school students in public schools will move to high school by 2022.

This move brings South Australia in line with other jurisdictions, as Year 7 students are a part of high school in all other Australian states and territories and this move brings South Australia in line with other jurisdictions

There will be no change to year 7s in the public school system in 2019, however Many South Australian In South Australia, many independent schools are already educating Year 7s in a high school setting. The, and Year 7s in the Catholic system will be educating year 7s in high school from 2019.

There will be no change to Year 7s in the public school system in 2019. Information on which high schools, if any, will accept Year 7 enrolments in 2020 and 2021 Consideration will be given as to whether some public any high schools begin to accept accepting Year 7 enrolments in 2020 or 2021. More information will be available on this as the project progresses. and this information will be published when available.

#### How

We will work with each school to make sure that the transition is managed in a way that reflects their local community's needs.

Every school will face its own complexities, and as the time for year 7s to move approaches, schools will be supported with individual school implementation plans.

The plans will cover workforce planning, facilities and resource management, and engagement with parents. For high schools, the plans will also involve approaches to learning and teaching, and for ensuring the wellbeing of year 7s.

Staff, schools and families will be provided with regular project update and there will be regular opportunities to provide input and feedback into the process.

Our commitment for transitioning year 7s to high school is to:

- ensure year 7s thrive in a high school setting, not just in terms of their education, but also their social and emotional wellbeing
- ensure schools are involved in the process, and that implementation reflects local realities
- provide appropriate support to teachers in transition.

#### Benefits

We know that Year 7s are thriving in high school environments across Australia. High school offers young teenagers opportunities for greater depth of learning in specialist settings.

Since 2012, South Australian schools have been teaching according to the Australian curriculum.

This curriculum has a focus on specialist courses for year 7 students and is designed to be taught in high school settings, with specialist teachers and resources such as fully equipped science labs.

The Australian curriculum also provides a grouped curriculum for year 7 and 8 in a number of subject areas.

Bringing year 7 into a high school setting will make it easier to deliver these subjects and will and we have learned from the experiences of other jurisdictions in making this transition.

This move will align South Australia's public schools with other states, as well as with other education sectors in South Australia.

High school offers young teenagers opportunities for greater independence and depth of learning in specialist settings along with broader curriculum offerings including languages, drama, design & technology and specialist maths and sciences.

Since 2012, South Australian schools have been teaching according to the Australian curriculum.

This curriculum has a focus on specialist courses for Year 7 students and is designed to be taught in high school settings, with specialist teachers and resources such as fully equipped science labs.

Moving Year 7 students into high school allows them to benefit from this greater degree of specialisation and depth of learning.

The Australian curriculum also provides a grouped curriculum for Year 7 and 8 in certain a number of subject areas like Health and PE. Bringing Year 7 into a high school setting will make it easier to deliver these subjects.

## How

Every school will face its own complexities, and as the time for Year 7s to move approaches, the department will work with schools on individual school implementation plans.

These will consider issues such as workforce planning, facilities and resource management, and engagement with parents. For high schools, they will also involve an approach to learning and teaching for Year 7s, and ensuring the wellbeing of Year 7s.

The government has made a commitment that no primary schools will close as part of this initiative, and we will work with each school to make sure that the transition is managed in a way that reflects their local community's needs.

There will be regular opportunities for schools to provide input and feedback into the process to make sure the transition is smooth for staff, students and families.

Information about the project will be regularly communicated to staff, schools and families, including via this website.

### Approach

In implementing this initiative, the department will be guided by the following principles:

- Ensuring that Year 7s thrive in a high school setting, not just in terms of their education, but also their social and emotional wellbeing.
- Ensuring schools are involved in the process, and that implementation reflects local realities.
- A focus on providing appropriate support to teachers in transition.

### More information

Keep an eye on this website for updates as the project progresses.

If you have any specific queries, or wish to receive an email notification when information on the website is updated, please Year 7 to high school project team email [Year7toHS@sa.gov.au](mailto:Year7toHS@sa.gov.au).



## Year 7 in high school [DRAFT]

### Timeframe

South Australian Year 7 public school students will move to high school by 2022.

Year 7 students are a part of high school in all other Australian states and territories and this move brings South Australia in line with other jurisdictions

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Consideration will be given as to whether some public high schools begin accepting year 7 enrolments in 2020 or 2021. More information will be available on this as the project progresses.

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Staff, schools and families will be provided with regular project update and there will be regular opportunities to provide input and feedback into the process.

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Bringing year 7 into a high school setting will make it easier to deliver these subjects and will Align South Australia's public schools with other states, as well as other education sectors in South Australia.

**From:** Ros Brady  
**To:** [Hubbard, Nathan \(Education\)](#)  
**Subject:** Commissioning invoice  
**Date:** Wednesday, 8 August 2018 10:54:24 AM  
**Attachments:** [DECD 180704a.pdf](#)

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Dear Nathan

Thank you for commissioning Square Holes to work with you.

We look forward to the project, insights it will reveal and meeting objectives.

Please find attached our invoice. It would be appreciated if you could pass this onto your accounts area for processing.

Please do not hesitate to contact me if I can be of any assistance on 8232 3355 or [ros@squareholes.com](mailto:ros@squareholes.com).

Yours sincerely

Ros Brady  
Accounts/Administration  
Square Holes Pty Ltd  
8-10 Regent Street North  
ADELAIDE, SA 5000  
1800 038 257  
673 Bourke Street,  
MELBOURNE, Victoria 3000  
[www.squareholes.com](http://www.squareholes.com)  
[LinkedIn](#)

Part Time [Available: Mon/Wed]

"The true sign of intelligence is not knowledge but imagination" [Albert Einstein]

**From:** [Hubbard, Nathan \(Education\)](#)  
**To:** [jason](#); [Linley Bertram](#); [Phil Detoya](#); [Christine](#); [Croser-Barlow, Caroline \(Education\)](#)  
**Subject:** Fwd: Timing and recruitment  
**Date:** Thursday, 2 August 2018 3:02:56 PM  
**Attachments:** [18087 DECD Proposal Approval 2-8-18.pdf](#)  
[ATT00001.htm](#)  
[180704 - DECD Recruitment form 2-8-18.pdf](#)  
[ATT00002.htm](#)

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Hi Linley.  
Thanks for this.  
I think this looks fine.

Part of me feels like we should just concentrate on having public school parents only but I do see some merit in having some private parents. I know some of the private school parents will also be considering public high schools. I imagine any concerns they have will be the same as public parents.

I think I would want the balance of parents to the public though.

I'm out of the office now but I can sign and send this back to you tomorrow.

I assume a session guide will be coming at some stage after this?

Cheers

Nathan

Begin forwarded message:

**From:** Linley Bertram <[linley@squareholes.com](mailto:linley@squareholes.com)>  
**Date:** 2 August 2018 at 10:59:36 am ACST  
**To:** "Hubbard, Nathan (DECD)" <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Cc:** Jason Dunstone <[jason@squareholes.com](mailto:jason@squareholes.com)>, Christine Dunstone <[christine@squareholes.com](mailto:christine@squareholes.com)>, Phil Detoya <[phil@squareholes.com](mailto:phil@squareholes.com)>  
**Subject:** Timing and recruitment

Hi Nathan,

Please find attached a project approval form (with timing) as well as the recruitment specs. We propose the groups are on Monday 13th if this sounds good to you.

We are promoting the groups as discussions around the transition from primary to high school.

Kind regards  
Linley

Linley Bertram | Senior Project Manager

Square Holes

8232 3355

Department of Education [PN180704]

Details

**Moderator** Jason Dunstone

**Max per group** 8

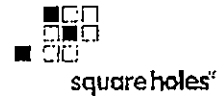
**Honorarium** \$50

**Topic** This group will explore views and issues around the transition from primary to high school.

| Who?   | Where?       | When?   |
|--|--------------|---|
| <b>Group 1</b><br><ul style="list-style-type: none"> <li>■ Parents of years 3-5 [focus on years 4-5]</li> <li>■ Mix of parents/gender</li> <li>■ Must be considering public secondary school</li> <li>■ If possible – South and north suburbs</li> </ul> | Square Holes | Monday 13 <sup>th</sup> August<br>6pm-7:30pm  |
| <b>Group 2</b><br><ul style="list-style-type: none"> <li>■ Parents of years 3-5 [focus on years 4-5]</li> <li>■ Mix of parents/gender</li> <li>■ Must be considering public secondary school</li> <li>■ If possible – East and west suburbs</li> </ul>   | Square Holes | Monday 13 <sup>th</sup> August<br>7:45-9:15pm |

**NB:**

- Must not have attended a focus group on any issue in the last 6 months or a group on a similar issue in the last 18 months
- Must not work in marketing, market research, advertising or industry related to the topic [or have anyone in the household work in this industry]



Hello, this is \_\_\_ from Square Holes. We are conducting research on behalf of the Department of Education and we are looking for parents of children in **years 3 to 5**, who are considering a public secondary school.

[If needed] The research will explore issues on the transition of students from primary to high school.

To ensure we have a good mix of participants, I just have a few questions.

Q1. Do you have children in years 3 to 6? If so, which year levels?

- a) Year 3
- b) Year 4
- c) Year 5

Q2. Do they currently attend public or private school?

- a) Public
- b) Private

Q3. How likely are you to consider public secondary school?

- a) Definitely
- b) Highly likely
- c) Fairly Likely
- d) Possibly but not sure
- e) Probably not [thank and terminate]
- f) No, definitely not [thank and terminate]

Where possible:

Q4. Which area of Adelaide do you live in?

- a) North [Group 1]
- b) South [Group 1]
- c) East [Group 2]
- d) West [Group 2]

**From:** [Hubbard, Nathan \(Education\)](#)  
**To:** [Linley Bertram; O'Donnell, Trudi \(Education\)](#)  
**Cc:** [Jason Dunstone](#)  
**Subject:** RE: Confirmation [SEC=UNOFFICIAL]  
**Date:** Wednesday, 1 August 2018 4:21:00 PM

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Hi Linley.

We will go with 2 focus group at this stage.

Your invoice terms are fine.

Will arrange a PO. (Trudi, I'll chat to you about this as the funding will come from another area so I'm not sure the best way to set it up in basware so you may need some context?)

Thanks

Nathan

**From:** Linley Bertram <[linley@squareholes.com](mailto:linley@squareholes.com)>  
**Sent:** Wednesday, 1 August 2018 9:39 AM  
**To:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Cc:** Jason Dunstone <[jason@squareholes.com](mailto:jason@squareholes.com)>  
**Subject:** Confirmation

Hi Nathan,

Hope you are well. Great to be working with you again. Can you please confirm a few admin things for me?

- Proceeding with the 2 focus groups (not 4?)
- Are we to invoice on our terms of 50%, 25%, 25%, or do we need to adhere to DECD previous schedule of 10%, 30%, 30%, 30%?
- Is there a purchase order number we need?

Once confirmed, I'll send through an approval letter.

Many thanks!

Linley

**Linley Bertram** | Senior Project Manager

Square Holes

T 08 8232 3355  
E [linley@squareholes.com](mailto:linley@squareholes.com)  
W [squareholes.com](http://squareholes.com)



**From:** [Hubbard, Nathan \(Education\)](#)  
**To:** [Croser-Barlow, Caroline \(Education\)](#)  
**Subject:** RE: initial rough thoughts of what could be covered in the focus groups [SEC=UNOFFICIAL]  
**Date:** Thursday, 26 July 2018 2:47:01 PM  
**Attachments:** [18087\\_DECD - year 7.pdf](#)  
[image001.png](#)

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Hi Caroline.

Quote from Square Holes for 2 and 4 groups. \$9,500 and \$17,500 respectively. Let me know if you'd like to talk through it at all but cost is in the ballpark of the rest of the market (\$4,000 ish per group) If ok - I can progress.

Nathan

**From:** Croser-Barlow, Caroline (Education)  
**Sent:** Thursday, 26 July 2018 10:13 AM  
**To:** Hubbard, Nathan (Education) <Nathan.Hubbard@sa.gov.au>  
**Subject:** RE: initial rough thoughts of what could be covered in the focus groups [SEC=UNOFFICIAL]

I am – although I am still working out how to do the procurement thing (or would you guys procure it and then cost recover from me?)

**Dr Caroline Croser-Barlow**  
**Project Director Year 7 to High School**

t (08) 8226 2949 | m 0401 122 931

**From:** Hubbard, Nathan (Education)  
**Sent:** Wednesday, 25 July 2018 10:57 AM  
**To:** Croser-Barlow, Caroline (Education) <[Caroline.Croser-Barlow@sa.gov.au](mailto:Caroline.Croser-Barlow@sa.gov.au)>  
**Subject:** RE: initial rough thoughts of what could be covered in the focus groups [SEC=UNOFFICIAL]

Given the cost is 'relatively' minimal and below the procurement threshold requirements to seek more than one quote, are you comfortable if I approach a company we have used in the past on several occasions?

Square Holes.

## **Purchasing requirements for all schools, preschools and corporate sites**

For all procurements up to and including \$33,000 including GST sites must:

- seek one verbal or written quote minimum
- make sure that where possible, the quote is from a South Australian business

**From:** Croser-Barlow, Caroline (Education)  
**Sent:** Tuesday, 24 July 2018 3:52 PM  
**To:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Subject:** RE: initial rough thoughts of what could be covered in the focus groups [SEC=UNOFFICIAL]

Thanks Nathan, these look like the right questions to me (and happy with the cohort of 4/5) – but I'm a bit of a non-expert on schools and parents. Would we usually ask someone in PSP to look over this sort of thing as well?

**Dr Caroline Croser-Barlow**  
**Project Director Year 7 to High School**

t (08) 8226 2949 | m 0401 122 931

**From:** Hubbard, Nathan (Education)  
**Sent:** Tuesday, 17 July 2018 5:06 PM  
**To:** Croser-Barlow, Caroline (Education) <[Caroline.Croser-Barlow@sa.gov.au](mailto:Caroline.Croser-Barlow@sa.gov.au)>  
**Cc:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Subject:** initial rough thoughts of what could be covered in the focus groups [SEC=UNOFFICIAL]

Hi Caroline.

Have brain dumped some initial discussion points.

You might have more you think would be worth getting some insight into? Be good to get insight into any concerns so they can be addressed before they come up.

I'm at a forum tomorrow but available if needed.

Nathan

### **Focus groups - year 7 to high school**

**No of groups : 2**

#### **Participants:**

Parents of public school primary students (that will potentially be in year 7 in high school from 2020) (currently these students would be in year 4 and 5) (do you feel this is the right cohort? – we could always do more than 2 groups and cover years 3/4/5 student or years 5/6/7 students etc)

#### **Discussion to discover:**

- Have they heard this might be happening, and if so talk some more about what they have heard
- Has it been on their mind and do they have any general thoughts or observations about it
- Why they think there has been a decision to move year 7 to HS (maybe a note that Catholics and independent are doing it, and other states have 7 in HS as part of their system)
- Do they think it might have any effect on them, their child and their family – explore how or how not
- Any benefits they might see in the initiative for the kids but also maybe broader? (Benefits to schools, social benefits, educational, practical, logistical etc) – explore the benefits

- And down sides (Benefits to schools, social benefits, educational, practical, logistical etc) – explore.
- What concern if any they think their kids might have – do you think they might look forward to it, be tentative etc – explore

**Nathan Hubbard**

**Manager Marketing Communications**

Department for Education / 31 Flinders Street, Adelaide SA 5000

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<https://myintranet.learnlink.sa.edu.au/library/media/education-email-footer.png> .



**From:** Jason Dunstone  
**To:** [Hubbard, Nathan \(Education\)](#)  
**Subject:** RE: small job [SEC=UNOFFICIAL]  
**Date:** Thursday, 26 July 2018 10:16:33 AM  
**Attachments:** [image001.png](#)  
[18087 DECD - year 7.pdf](#)

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Hi Nathan

Nice to chat yesterday. Here is a quote.

Cheers

Jason

.....

Jason Dunstone  
Managing Director  
Square Holes  
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0411 421 722

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Square Holes has a weekly e-zine, [Friday 9:30am](#) AEST (e.g. Melbourne / Sydney) and [9am](#) ACDT (Adelaide, South Australia). Join via [www.squareholes.com/blog](http://www.squareholes.com/blog)

**From:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Sent:** Wednesday, 25 July 2018 11:13 AM  
**To:** Jason Dunstone <[jason@squareholes.com](mailto:jason@squareholes.com)>  
**Subject:** small job [SEC=UNOFFICIAL]

HI JD

I've got a small job re year 7 to high school views of parents - qual work

A couple of groups – maybe more if you propose

Initial thoughts below but be good to chat through any thoughts you may have and I can propose those back....

Broadly it's to seek views/concerns/issues etc about the pending move of year 7 into a secondary setting from 2022

**Focus groups - year 7 to high school**

**No of groups : 2 (?)**

**Participants:**

Parents of public school primary students (that will potentially be in year 7 in high school from 2020) (currently these students would be in year 4 and 5)

**Discussion to discover:**

- Have they heard this might be happening, and if so talk some more about what they have heard
- Has it been on their mind and do they have any general thoughts or observations about it
- Why they think there has been a decision to move year 7 to HS (maybe a note that Catholics and independent are doing it, and other states have 7 in HS as part of their system)
- Do they think it might have any effect on them, their child and their family – explore how or how not
- Any benefits they might see in the initiative for the kids but also maybe broader? (Benefits to schools, social benefits, educational, practical, logistical etc) – explore the benefits
- And down sides (Benefits to schools, social benefits, educational, practical, logistical etc, are they more likely to send their kids to a private school , why etc.) – explore.
- What concern if any they think their kids might have – do you think they might look forward to it, be tentative etc – explore

**Nathan Hubbard**

**Manager Marketing Communications**

Department for Education / 31 Flinders Street, Adelaide SA 5000

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<https://myintranet.learnlink.sa.edu.au/library/media/education-email-footer.png>



**From:** [Hubbard, Nathan \(Education\)](#)  
**To:** [Croser-Barlow, Caroline \(Education\)](#)  
**Subject:** RE: [SEC=UNOFFICIAL]  
**Date:** Wednesday, 11 July 2018 3:36:52 PM

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It's around \$4k per group  
So depending on how many...  
I'd suggest at least 2, maybe 3

**From:** Croser-Barlow, Caroline (Education)  
**Sent:** Wednesday, 11 July 2018 3:28 PM  
**To:** Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)>  
**Subject:** Re: [SEC=UNOFFICIAL]

I do depending on how much it would cost

**Dr Caroline Croser-Barlow**

**Project Director Year 7 to High School**  
**Department for Education**  
**P 08 8226 2949 | M 0401 122 931**

On 11 Jul 2018, at 3:21 pm, Hubbard, Nathan (Education) <[Nathan.Hubbard@sa.gov.au](mailto:Nathan.Hubbard@sa.gov.au)> wrote:

Wondering – if we went down the focus group path, do you have a budget?

**Nathan Hubbard**

**Manager Marketing Communications**

Department for Education / 31 Flinders Street, Adelaide SA 5000

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<image003.png>