



Providing the insights which are driving the education revolution.

Tertiary education in Australia is experiencing an unprecedented period of change. In the domestic education marketplace, prospective students are seeking increasingly personalised learning experiences. Leading vocational and tertiary institutions are being challenged to offer an ever-growing choice of on-campus, online and virtual learning options, tailored to meet individual student needs.

At the same time, almost half a million international students from nearly two hundred countries around the world chose to study in Australia last year. By 2025, this number will double.

As the primary English-speaking market on Asia's doorstep, with safe and liveable cities, beautiful beaches and World Heritage-listed icons it is easy to see why Australia is an attractive destination for both domestic and international students. In the increasingly competitive world of education, understanding student expectations and future-proofing your 'brand' is critical.

We are TNS

TNS leads education research in Australia. At TNS, we use market leading insights to advise some of Australia's biggest education brands on specific growth strategies around new market entry, innovation, branding and communications, student sentiment and stakeholder management. And in the social research arena our world-class public affairs division conducts research which informs decisions in government and the public sector, shaping Australia's future.

We draw on the resources of a global company with over 11,000 people in 80 countries who have more conversations with the world's consumers than anyone else. We understand individual behaviours and attitudes across every cultural, economic and political region of the world.

Our Experience

Monash
University

Griffith
University

Deakin
University

The University of
Melbourne

Laureate
Education Inc

Catholic
Education Office

Kangan Institute

Department of
Education & Training

RMIT
University

The University of
Queensland

Australian
Catholic University

UNSW

Australia - Future
Unlimited

Lutheran Education
Australia

Western
Sydney University

Universita Cattolica

Service Offer Improvement

We use a range of customised approaches (both qualitative and quantitative) to help our clients understand student and stakeholder expectations and experiences. Our insights help tertiary institutions explore the complete student journey, including identifying key values related to their service offering, measuring or tracking student satisfaction (with access to international benchmarks), investigating customer acquisition and retention, and deep dives to explore new or existing service offerings.

Behaviour Change and Social Marketing

We provide the insights which enable educators to plan, implement, and evaluate a wide range of Behaviour Change programmes targeted to students. Our approach reflects the latest thinking in behaviour change theory, behavioural economics, and social marketing best practice. Our pragmatic frameworks help to make the complex simple.

Programme Evaluation

We use customised, pragmatic approaches to assess the appropriateness, effectiveness, efficiency, sustainability and impact of education programs worldwide. Our services include: development of evaluation frameworks; mid and lapsing program evaluations; action research models; organisational improvement ; and econometric modelling.

Strategic Qualitative Research

Qualitative research is a critical part of our offer. We understand the importance of 'digging deep' to elicit beliefs, attitudes and motivations, and draw on a range of qualitative techniques including: stakeholder consultation; focus groups + in-depth interviews; ethnography & self-guided ethnography; online communities; and community consultations.

We're here to help

TNS provides action-oriented insights which will deliver growth.

Brand & Communications Research

We assist leading education providers to build better brands. Our approach to brand and communications research is strategic, customised and best practice. We specialise in developing branding strategies: we incorporate leading qualitative and quantitative techniques in the development and testing of message territories, testing creative directions and concepts, and evaluating a campaign's impact and efficacy via benchmarking, tracking and post campaign evaluations. We provide specialist brand and communications consulting services to aid in the strategic decision-making behind great education brands.

Digital

We help universities understand how students behave online, how they search and what they are looking for in a digital learning environment. We have an unrivalled array of digital research tools covering social media monitoring; digital touchpoint effectiveness, website optimisation; PC and Mobile traffic data collection and analysis.

If you would like a further discussion, please contact:

Kathy O'Donoghue, Executive Director,
National Social and Government Research
+61 2 9563 4330
kathy.odonoghue@tnsglobal.com

Alistair Leathwood, Executive Director, TNS
+61 2 9563 4200
alistair.leathwood@tnsglobal.com
or visit tnsaustralia.com.au



TNS