

BACKGROUND

What is LSAY?

The Longitudinal Surveys of Australian Youth (LSAY) tracks young people's transitions from school to work. Participants are contacted annually for 10 years, starting at age 15. The survey covers:

- school
- post-school study
- employment
- social factors and wellbeing.

LSAY is funded by the Australian Government. The National Centre for Vocational Education Research (NCVER) has been contracted to manage LSAY since 2007.

LSAY cohorts

LSAY started in 1995 and since that time there have been six cohorts. Y95, Y98 and Y03 have completed their journey.

There are currently three groups of young people involved in LSAY: the Y06, Y09 and Y15 cohorts.



The challenge: reducing attrition

An 85% survey response rate is required each year for every cohort. This raises two challenges:

1. Keeping participants engaged and interested in taking part for 10 years.
2. Maintaining up-to-date contact details so we can keep in touch.

NCVER conducts marketing campaigns twice a year in an effort to reduce attrition by addressing these challenges.

What do we know about our participants?

Through focus groups and by asking participants about our campaigns during the survey we've discovered:

- they are socially responsible and like to know they are making a difference
- they want to see the results of their survey answers
- prizes are an incentive for some, but not everyone is motivated in this way
- online is increasing as a preferred method for completing the survey
- there is not a single preferred method of communication.



What does this mean for our campaigns?

The rapid expansion of technology over the past 10 years has seen many changes in the day-to-day life of Australian youth.

In 2007, printed mail and phone calls were the main methods of communication.

Today technology, as a method of communication, is embedded in every day life. The Deloitte Media Consumer Survey 2016 found for Trailing Millennials (those aged 14–16 years):

- 90% own a smart phone
- 90% own a laptop
- 88% actively use Facebook
- 56% actively use Instagram
- 47% actively use Snapchat.

As a result, NCVER has continued to evolve and expand communications each year to better communicate with our target audience.

GOING DIGITAL

The introduction of social media

In 2015, social media was used for the first time to raise brand awareness with a new cohort of 15-16 year old Australians through the *Five Million Minutes* campaign.

The concept was developed to appeal to the demographic through the use of emojis to explain there are five million minutes in 10 years, and by sharing just a few minutes respondents can help shape the future.

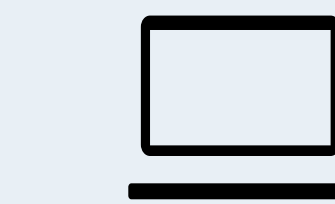
A social media campaign was implemented including:

- a promotional video
- Facebook and YouTube advertising targeted at 15 to 16-year-olds
- a mobile responsive campaign website
- re-marketing advertisements through the Google Display Network and Facebook.

Campaign results

Video or moving images proved more effective in capturing the target market's attention.

Facebook provides an effective and affordable medium for reaching this demographic.



Web traffic

1900 unique users



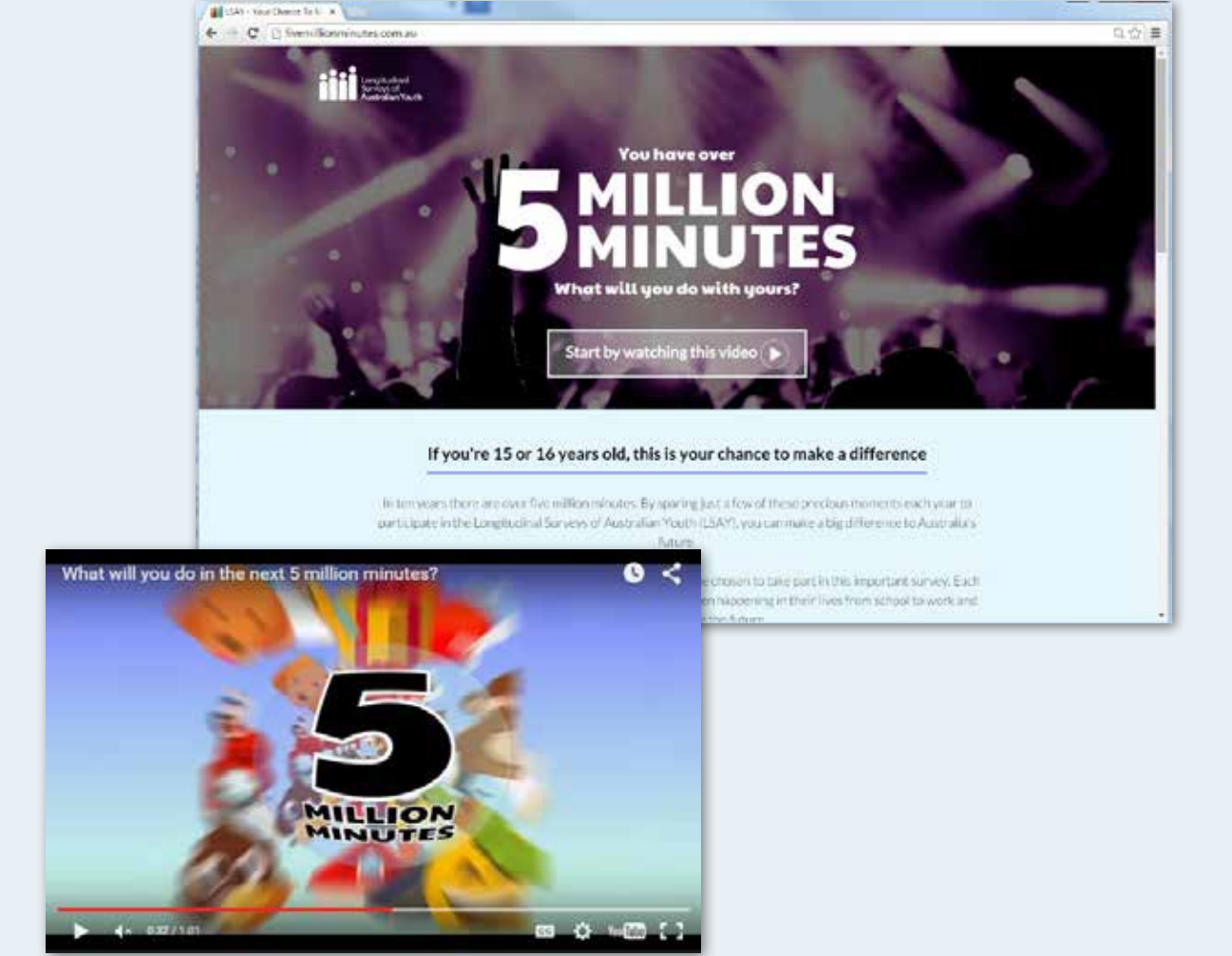
Facebook

136 310 video views
2 015 869 impressions

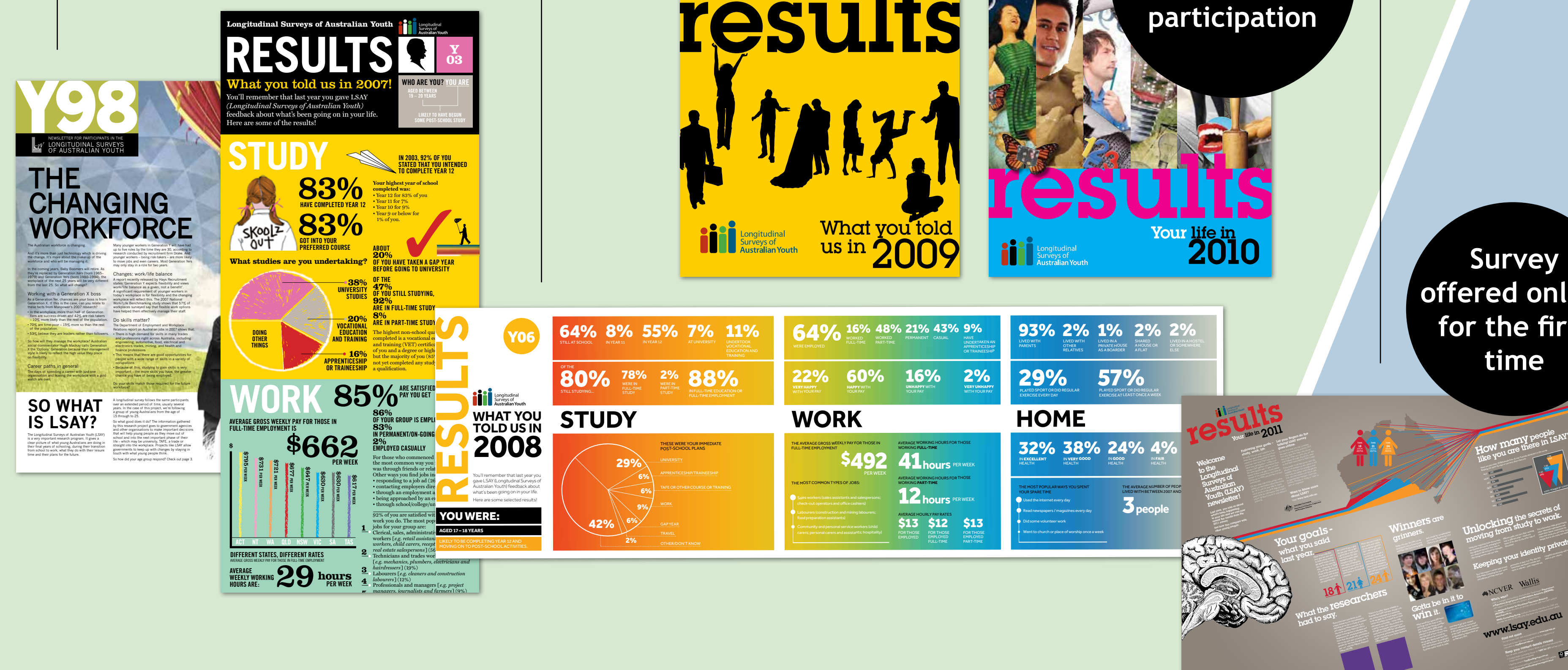


YouTube

50 635 video views
1 169 924 impressions



2007 2008 2009 2010 2011 2012



From 2007–12 sample engagement focused on printed newsletters highlighting survey results posted to participants.

2013 2014 2015 2016



From 2013, digital products like videos, online games, interactive infographics and social media were added to the campaigns.