

ACARA Stakeholder Perceptions Survey 2019

Top line findings of research among ACARA's key external stakeholders

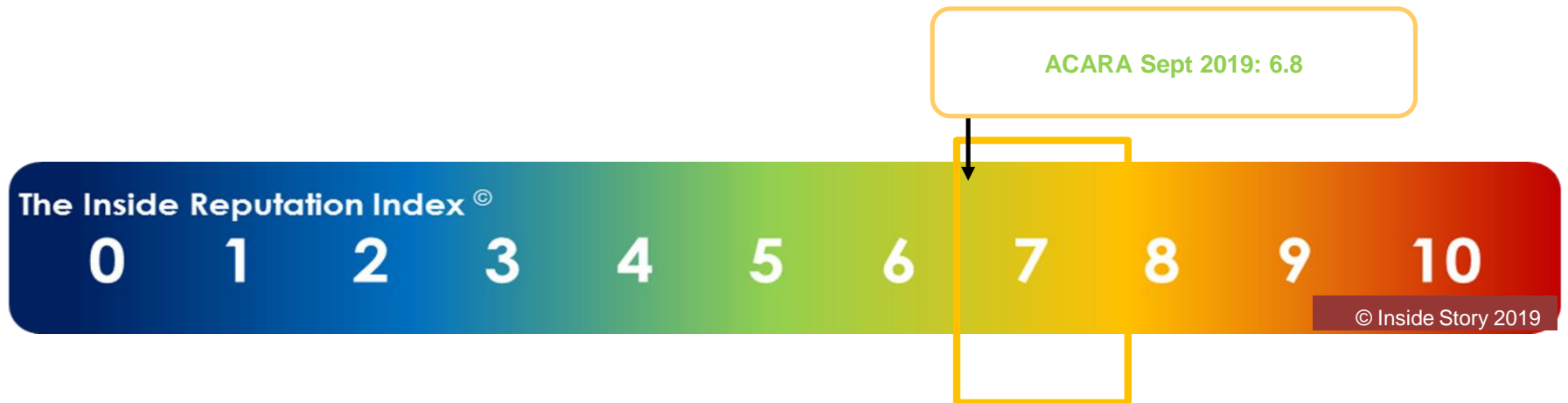


March 2020

acara AUSTRALIAN CURRICULUM,
ASSESSMENT AND
REPORTING AUTHORITY

ACARA Corporate Reputation Index

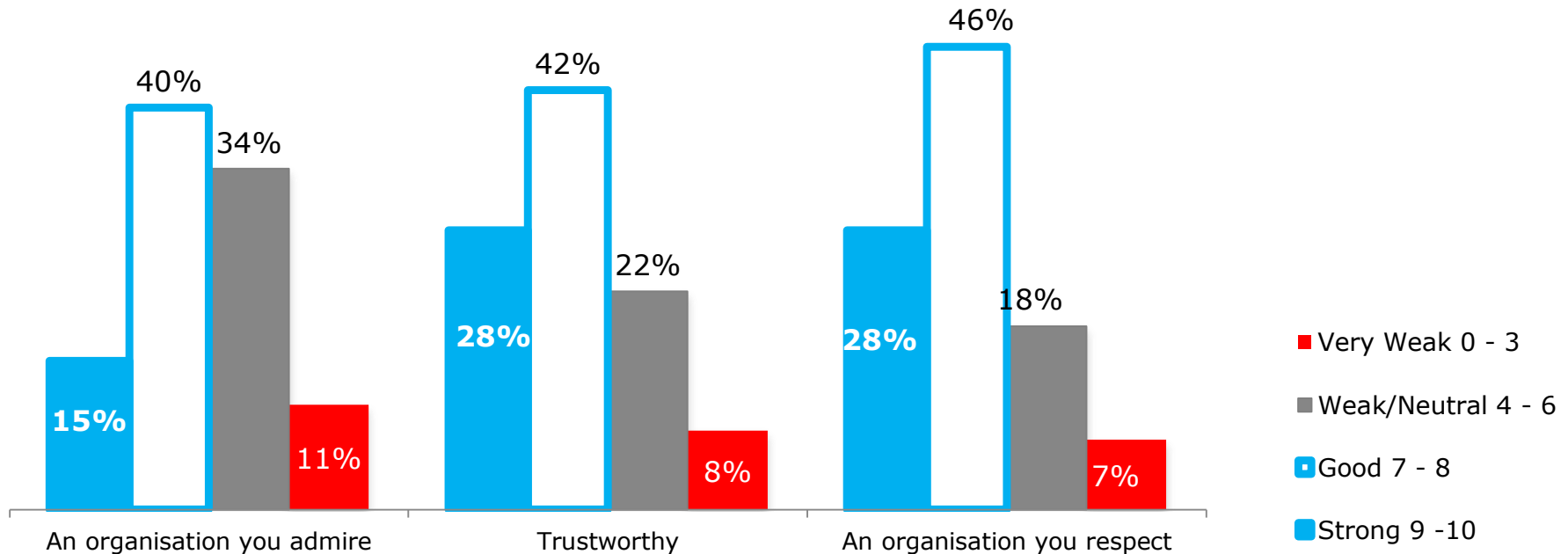
ACARA's corporate reputation index is 6.8 which is within the neutral to slightly positive zone of Inside Story's corporate reputation index. The sustainable reputation 'golden zone' lies between 6.8 and 7.8. This is where Australia's strongest organisations perform and represents a credible target for ACARA.



ACARA's reputation building blocks

ACARA is by and large trusted and respected with some opportunity to address disenfranchised stakeholders who rate their trust and respect very weak (8% to 7% respectively).

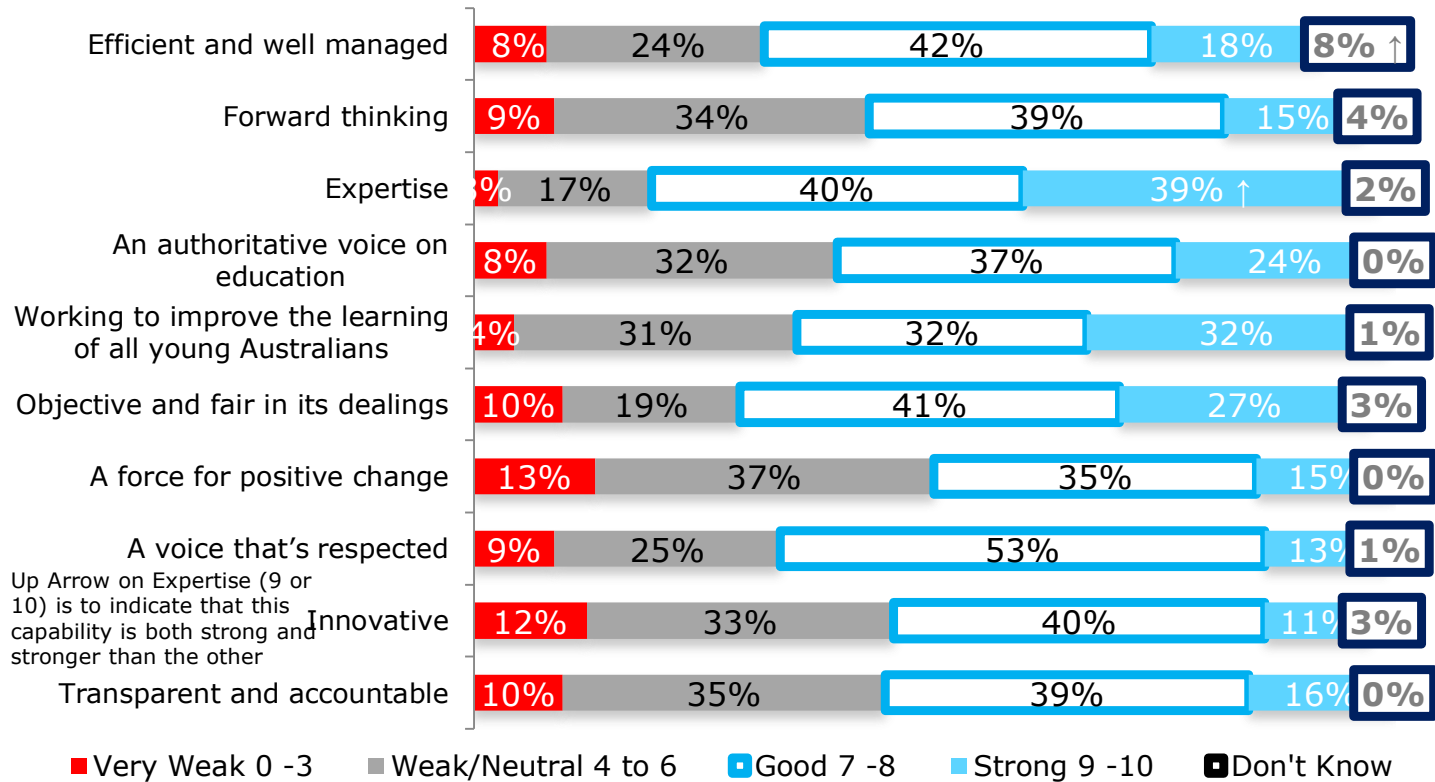
ACARA is strongly admired by 15% of stakeholders though has more to achieve in terms of being an admired organisation with many more neutral/weak (4-6) ratings and fewer strong (9-10 ratings). Those organisations with the strongest reputations are more strongly underpinned by admiration.



Total sample; Unweighted; base n = 114; total n = 115; 1 missing

ACARA: Corporate Capability perceptions

Expertise is a core strength for ACARA with perception at 39% (9 or 10). Other strengths are: Working to improve the learning of all young Australians, being objective and fair in its dealings and being an authoritative voice on education. There is scope to improve negative perceptions of authoritative voice, forward thinking, innovation, positive change and transparency. Each of these evidences significant detractors (around 1 in 10).

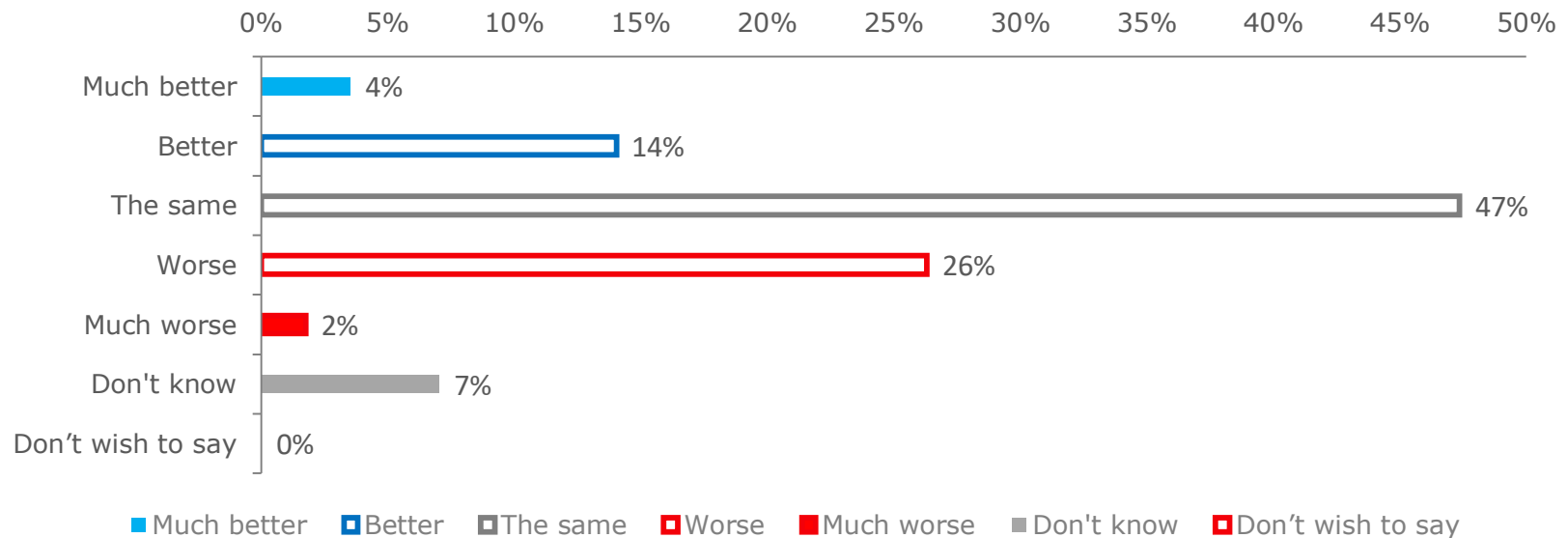


Total sample; n = 114; total n = 115

ACARA in flux: getting worse for some and better for others

While improvements are acknowledged by 18% and with 47% seeing no change in the last year, 26% see ACARA's standing as 'getting worse' (though not 'much worse'). This is a reasonably high rating indicative of an organisation that has sustained some significant reputational challenges. It is an expectation that people will say that the standing is 'the same'. Along with courtesy bias in surveys, this makes the 'getting worse' ratings the most relevant aspect to consider.

Q6. Compared to this time last year, would you say the standing of ACARA is better, worse or the same?

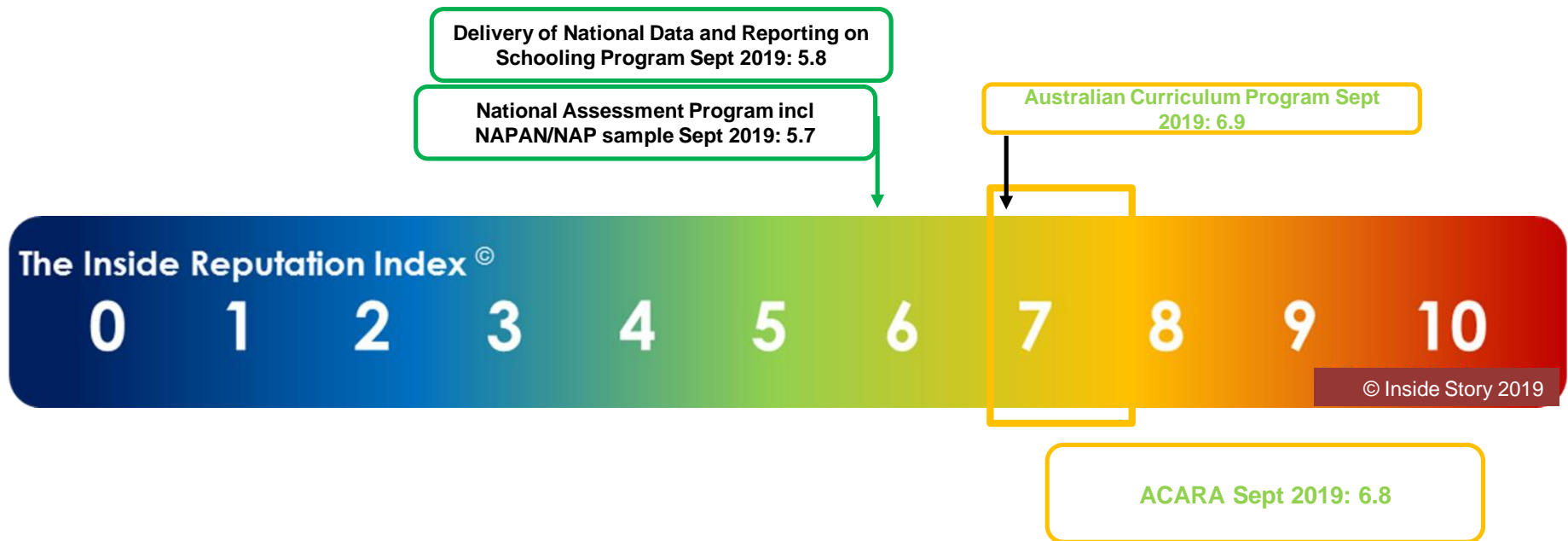


Total sample n = 114

Program reputations vary

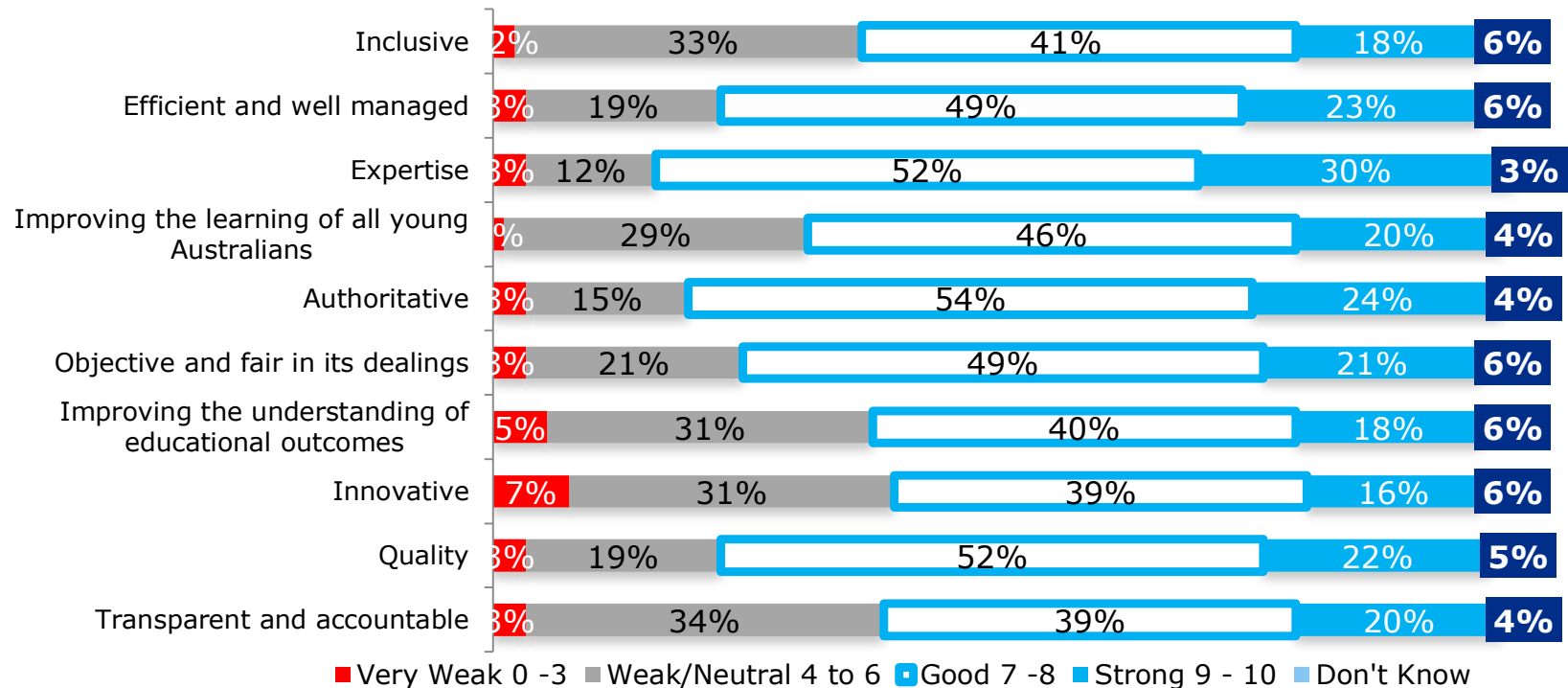
ACARA's overall corporate reputation at 6.8 is clearly influenced by positive stakeholder perceptions of its Australian Curriculum Program with reputation of this program sitting at a similar level with an index at 6.9. The National Assessment Program and the National Data and Reporting on Schooling Program have markedly weaker reputations (5.7 and 5.8 respectively). Both of these programs are polarising generating both favourable and unfavourable evaluations (see next pages). These are likely to be depressing the reputations of both ACARA and the Australian Curriculum Program.

Q5 Please tell us how you rate ACARA on the following attributes: An organisation you respect; An organisation you admire:



Australian Curriculum Program: Capability perceptions

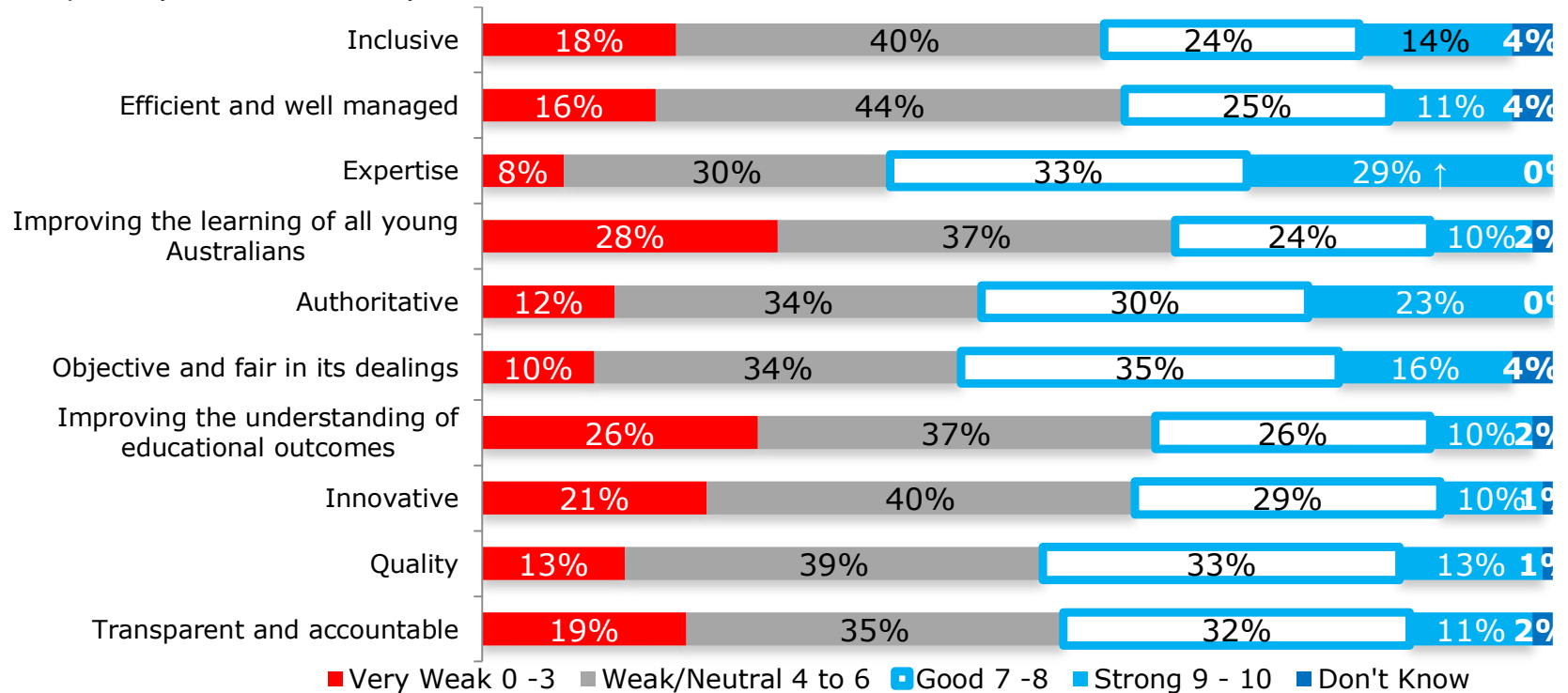
The Australian Curriculum program is well regarded. The clear strength lies in Expertise. Innovation is an area for improvement with a 7% rating, as well as improving the understanding of educational outcomes (5% very weak and 31% weak/neutral). Other areas where further improvements can be delivered are highlighted below.



Total sample n = 97 have knowledge of Australian Curriculum

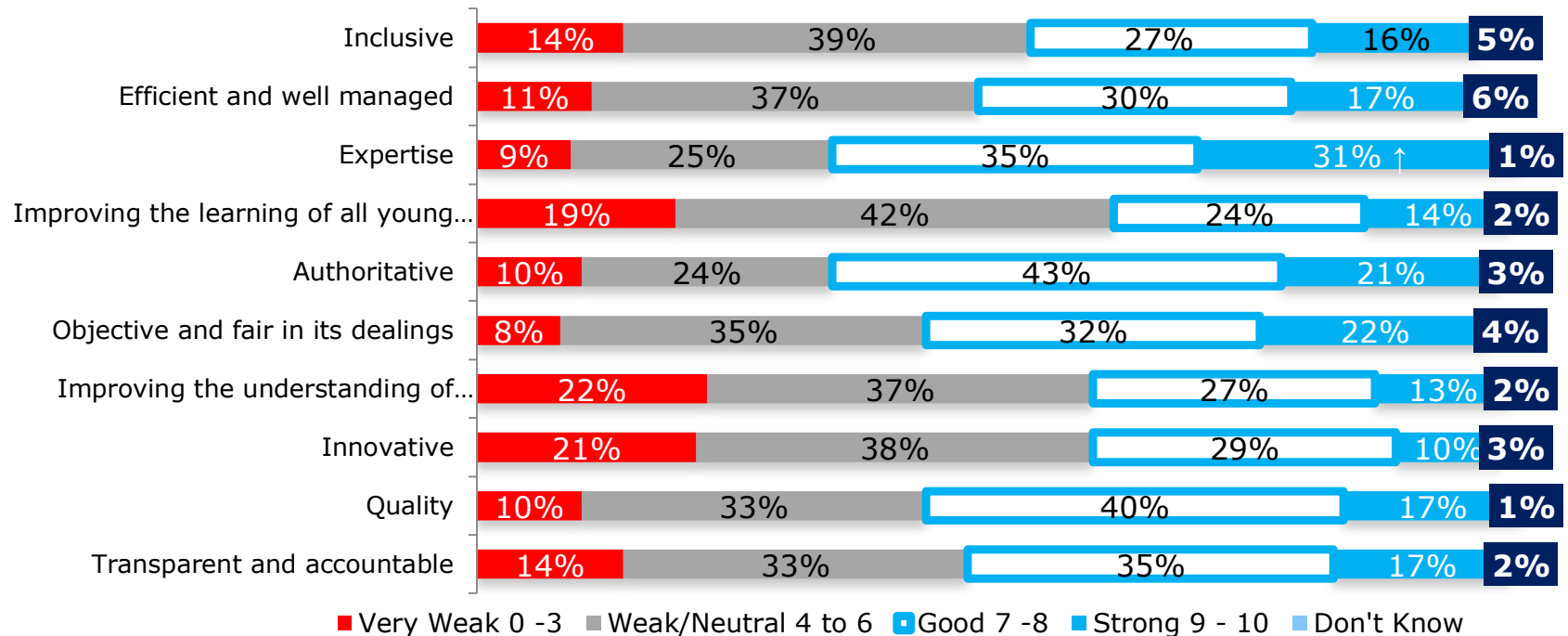
National Assessment Program: Capability perceptions

For the National Assessment Program, significant proportions of stakeholders see strength in Expertise (29% rating very strong: 9 or 10) and Authority (23% rating very strong: 9 or 10). There are also significant proportions of detractors of the National Assessment Program with negative perceptions of up to 2 or 3 in 10 stakeholders for: improving learning of 0-3). There are high levels of criticism across the board especially of the management of the program, its transparency and accountability, innovation as well as inclusiveness.



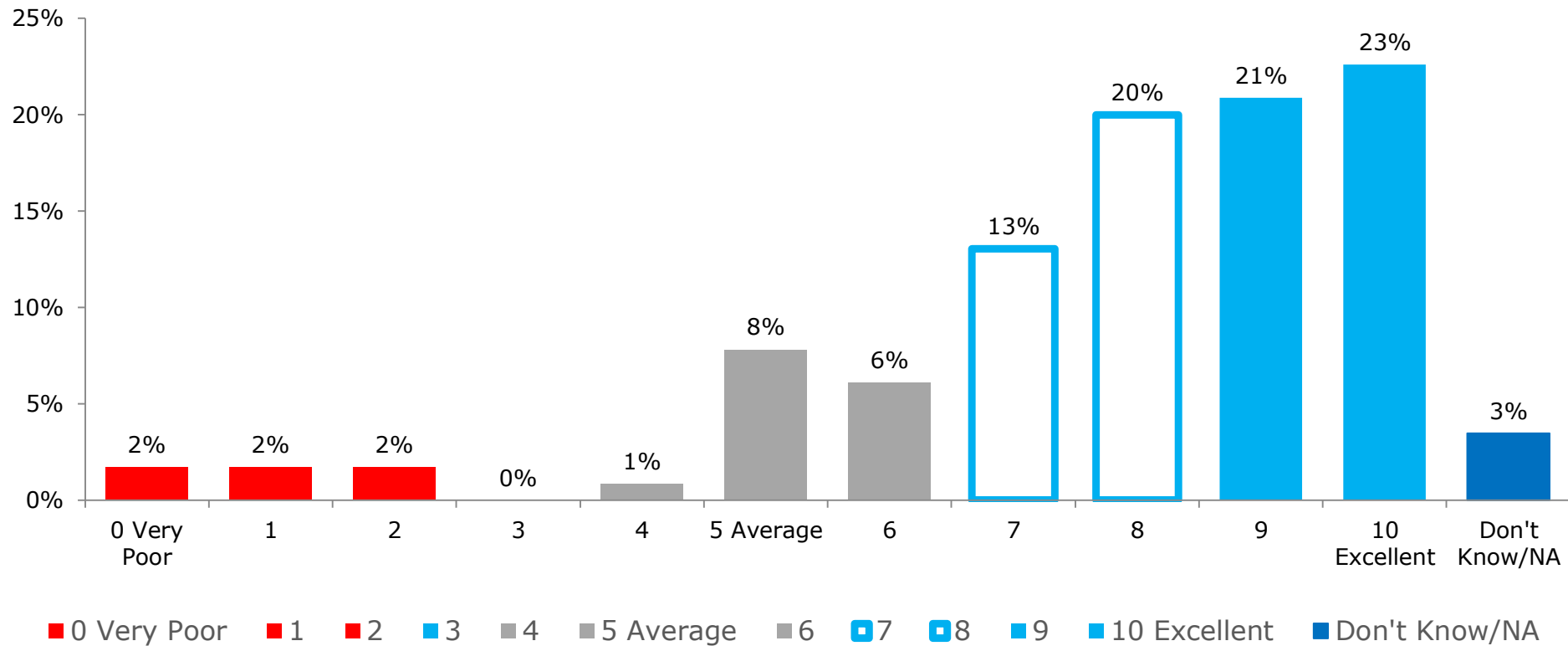
Delivery of National Data and Reporting on Schooling Program: Capability perceptions

Delivery of National Data and Reporting Program is perceived in similar ways to how the National Assessment Program is perceived. Again, the strength lies more strongly in perceived Expertise and secondly, authority. There are slightly stronger objectivity and fairness than the National Assessment Program. Similarly polarising with significant pockets of detractors with negative perceptions of up to 2 or 3 in 10 stakeholders for: improving learning of all young Australians (19% rating very weak 0-3).



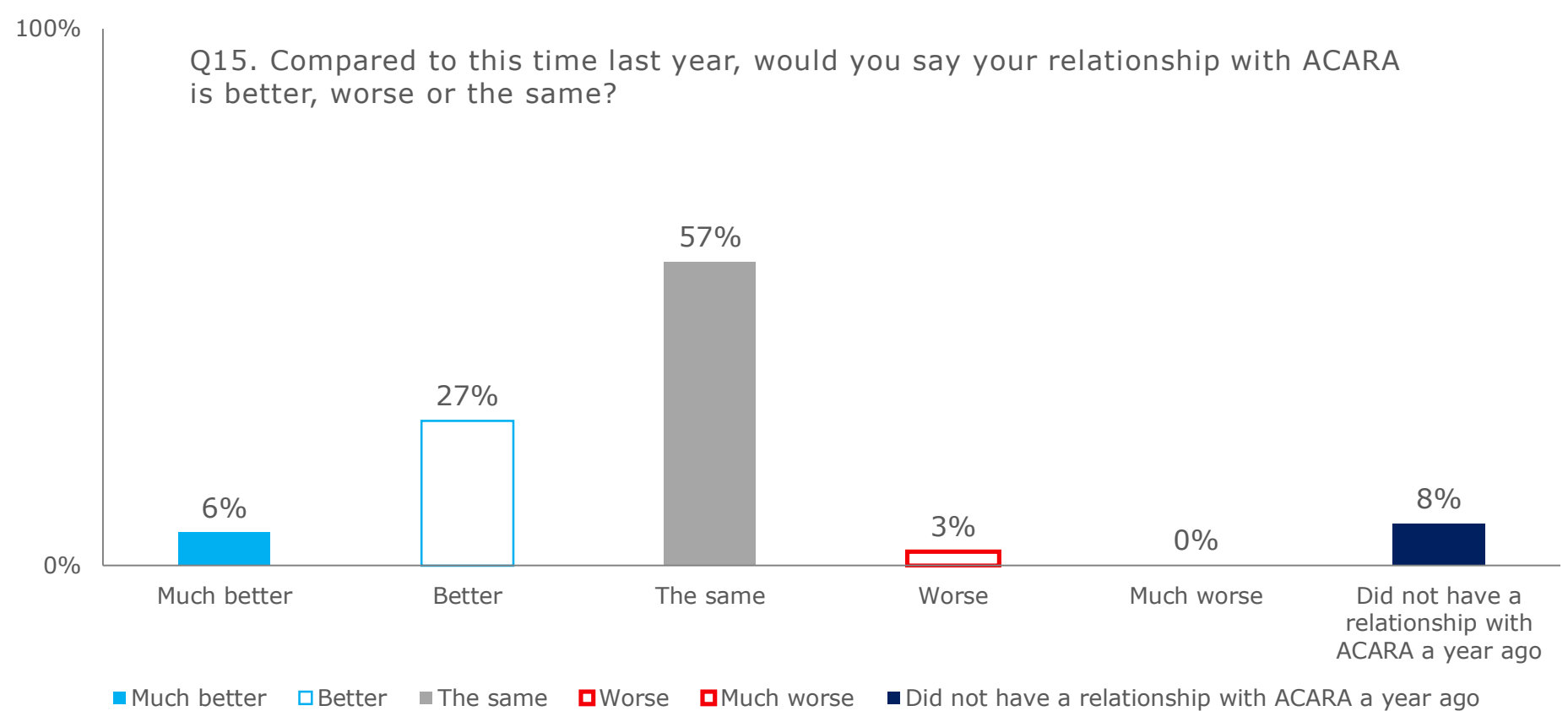
Relationship management

As many as 44% rate their relationship with ACARA very highly (9 or 10). Nevertheless, there is scope for improvement with around 6% who are clearly disenfranchised (rating the relationship 0-3) and a further 15% (rating 4-6) who are not engaged (though not negative about this).

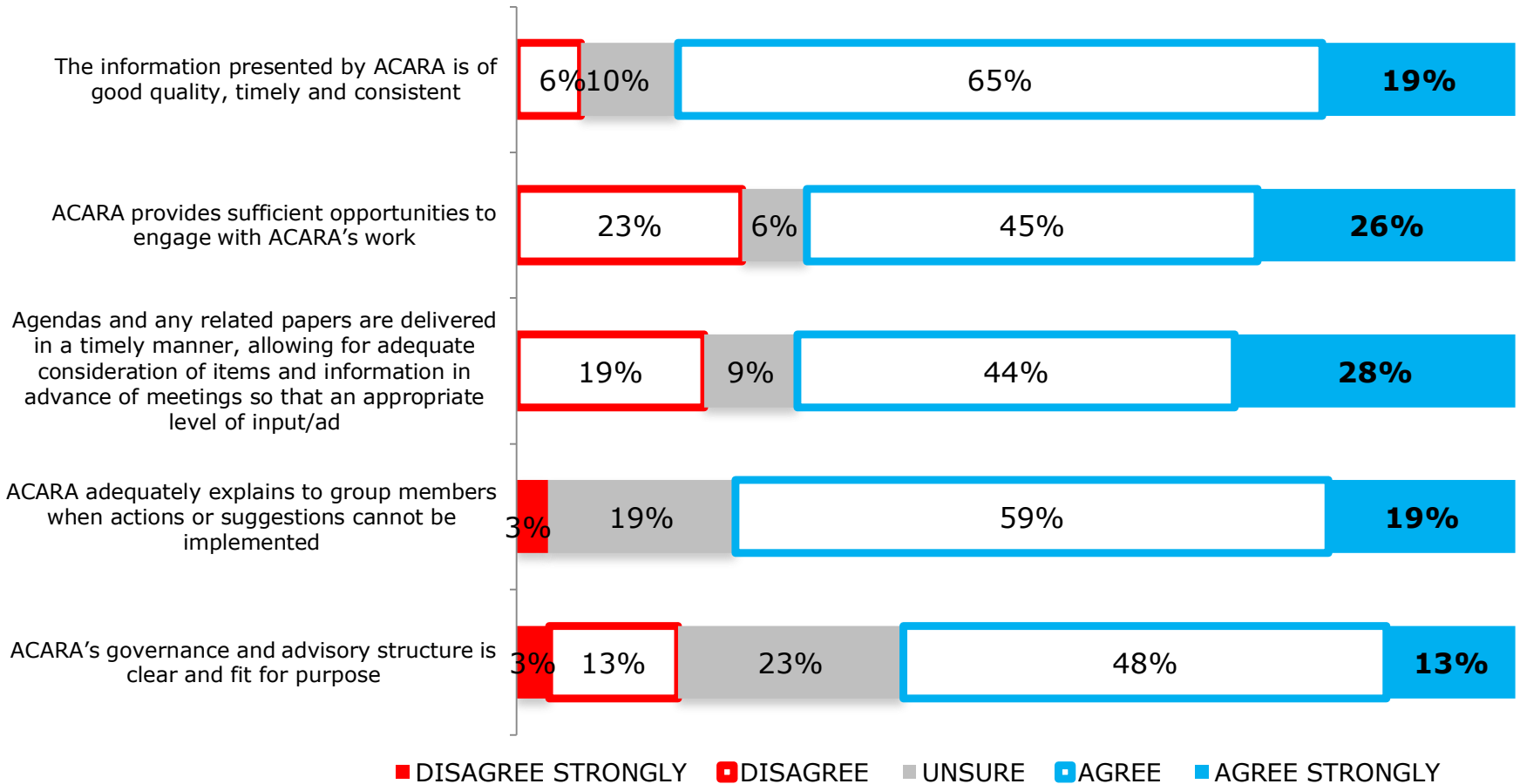


Relationship perceptions

As many as 33% see their relationship with ACARA improving over the last year. Only 3% see it as getting worse.



Advisory segments: Communications and organisational consultative processes



Total sample n = from 31 to 32 Advisory Segments only