

**Conduct of AAAEP audience analysis and segmentation**  
Terms of Reference

*Background*

The Australia Awards and Alumni Engagement Program (AAAEP) manages the Australia Awards Scholarships and the Australian Global alumni initiatives in the Philippines on behalf of the Australia Government. Australia Awards are the Australian Government's prestigious scholarship program to the next generation of Filipino development leaders. It provides high-achieving Filipino leaders with the opportunity to pursue postgraduate studies in Australia's premier academic institutions and contribute to Philippine development through their re-entry action plans (REAPs).

Since the 1950s, thousands of Filipinos – both scholars and fee-paying – have completed undergraduate and postgraduate programs in Australia. AAAEP supports the Australian Government's thrust in mobilising and engaging these Filipino alumni, and in celebrating their outstanding achievements and contributions to sustainable development.

*Objectives*

This engagement supports the communications plan of AAAEP. Its main objective is to generate baseline data on the program's existing and target audience for its various sub-programs, and develop audience profiles through analysis and segmentation. The study aims to provide the program with better understanding of the existing and prospective audience whose perceptions and behavior it seeks to influence in line with AAAEP-P's program logic and theory of change. The results of the study will contribute to the program's M&E, communications, and knowledge management planning, particularly in crafting relevant key messages and identifying appropriate communication and KM channels for engagement initiatives.

*Scope of Services*

The service provider's responsibilities and tasks are the following:

1. Develop appropriate research design, framework, methodology and instruments
2. Through data mining of AAAEP's existing database, get the profile of the program's existing and target audience and understand who the program has been reaching historically.
  - a) prospective applicants, current scholars, and alumni of Australia Awards Scholarships
  - b) fee-paying alumni
  - c) prospective applicants of AAAEP-P's sub-programs
  - d) prospective applicants, current scholars, and alumni of in-country scholarship program (ICSP)
3. Analyse AAAEP's program logic to determine the audience that the program need to reach to deliver its committed results:
  - a) Alumni and their organisations use enhanced skills, knowledge and networks to contribute to sustainable development
  - b) Alumni in key sectors and positions contribute to shared goals
  - c) Alumni sustain partnerships between institutions and businesses in Australia and partner countries
  - d) Alumni influence the Philippines to view Australia, Australians and Australian expertise positively
  - e) Scholarships and alumni activities improve gender equality and women's empowerment
4. Conduct a presentation of the results of the study to the AAAEP team

5. Submit written report, which should include clear executive summary, conclusions and recommendations. Data and results of analysis should be included in the body of the report and in the annex.

*Service Provider Requirements*

1. At least 10 years experience in market research
2. Ability to conduct research within a limited timeline
3. Excellent interpersonal and facilitation skills, including the ability to effectively work with and support a wide range of stakeholders in multicultural settings

*Deliverables and Indicative Timeline*

<b>Output</b>	<b>Timeline</b>
Inception report and draft output	February 21, 2018
Presentation of initial output	February 28, 2018
Submission of written report	March 7, 2018