

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2014 - 2015**

Outcome: Higher Education Research and International

Department of Education and Training Question No. SQ15-000009

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 13.

Higher Education advertising campaign objectives

Question

Senator RHIANNON: Can you go through the objectives now, please?

Ms Gleeson: Of course, these were in accordance with principle 1 of the short-term interim guidelines on information and advertising campaigns by Australian government departments and agencies. The campaign objectives of phase 1 were to counter myths and misconceptions about the current higher education system; to raise awareness of government support for higher education and the mechanisms that will remain in place into the future; to set the scene for the reforms; and to encourage audiences to seek further information about current government resources, assistance and financial support for Australian higher education.

Ms Paul: I think we may have already taken that on notice for Senator Carr. But we will take that on notice.

Senator RHIANNON: Yes, for when we come back to outcome 3.

Ms Paul: Just those objectives?

Senator RHIANNON: Yes.

Answer

The objectives of the 2014-15 higher education communication campaign were to:

- counter myths and misconceptions about the current higher education system
- raise awareness of Government support for higher education and the mechanisms that will remain in place into the future
- set the scene for the reforms, and
- encourage audiences to seek further information about current Government resources, assistance and financial support for Australian higher education.