

**Senate Committee: Education and Employment**

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

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000010**

Senator Carr, Kim asked on 25 February 2015, Hansard page 15.

***Media buy on the higher education advertising campaign***

**Question**

Senator KIM CARR: I presume that you will not have this in a readily available form. If you have I would be delighted to take it now. I am interested to know the details of the media buy. Which outlets were utilised on what dates and how much was spent on each occasion? What languages were used? How many radio and television outlets were used and what did the social media campaign consist of?

Ms Paul: Yes, we can provide that on notice.

**Answer**

Campaign advertising had a national footprint covering metropolitan and regional areas. The first phase of communication ran from 7 December 2014 to 20 December 2014, with a small number of press and other advertisements appearing until 31 December 2014. The second phase of communication ran from 28 January 2015 to 14 February 2015.

Paid advertising was placed by the Australian Government Master Media Agency, Mitchells Adcorp Alliance and appeared in television, press, radio, digital, out of home, and social media as well as Indigenous television, press, radio and digital, and Culturally and Linguistically Diverse (CALD) radio, press and digital channels.

Materials were translated into Arabic, Afghan, Burmese, Cantonese, Mandarin, Korean, Persian, Somali, Sudanese and Vietnamese. Radio advertisements were translated into six Indigenous languages; Western Kriol, Arrente, Northern Kriol, Pitjantjatjara, Walpiri and Yolngu Mather.

As at 25 February 2015, final invoices were yet to be received.