

## Campaign objectives

- The campaign objectives of Phase 1 are to:
  - counter myths and misconceptions about the current higher education system (e.g. that HECS will be removed)
  - raise awareness of government support for higher education and the mechanisms that will remain in place into the future (e.g. HECS)
  - 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.