Additional Estimates 2014-15
Education and Employment Committee
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Tabled by: LISA PAUL

## Campaign objectives

• The campaign objectives of Phase 1 are to:

- o counter myths and misconceptions about the current higher education system (e.g. that HECS will be removed)
- o raise awareness of government support for higher education and the mechanisms that will remain in place into the future (e.g. HECS)

o set the scene for the reforms, and

o encourage audiences to seek further information about current Government resources, assistance and financial support for Australian higher education.