

## Senate Committee: Education and Employment

### QUESTION ON NOTICE Additional Estimates 2015 - 2016

#### Outcome: Skills and Training

#### Department of Education and Training Question No. SQ16-000577

Senator Carr, Kim provided in writing.

#### *Public information campaign*

##### Question

Has the Department commenced a public information campaign to alert people to the fact that this practice has now been banned? What media avenues does the Department use?

How much has the Department budgeted for this public information campaign over the forward estimates?

##### Answer

Ongoing and consistent media messaging for the VET FEE-HELP loan scheme reforms commenced in late 2014.

The ongoing media messaging ramped up in early 2015 targeting stakeholders including students, parents, VET FEE-HELP providers, state and territory governments to raise awareness of VET FEE-HELP loan scheme reforms. Communication activities included:

- dedicated pages on VET FEE-HELP reforms were created on both the *Study Assist*, and education websites
- announcements on the VET Reform Taskforce's website ([www.vetreform.education.gov.au](http://www.vetreform.education.gov.au))
- ministerial media release's from Vocational Education and Skills Minister(s)
- fact sheets on the VET FEE-HELP Reforms
- anti-scam flyer, distributed to select Centrelink Offices
- VET FEE-HELP reform roadshows held face to face in Melbourne, Brisbane, Adelaide, Sydney, Perth in April and May 2015
- webinars on the reform delivered for Australian Council for Private Education and Training members, TAFE Directors Australia members and Tasmania/Northern Territory/other providers
- presentations at national VET conferences – including opening address by the Minister and departmental presentations to delegates
- mailouts by Senator the Hon Simon Birmingham, the former Minister for Vocational Education and Training, to VET stakeholders including all VET FEE-HELP providers and consumers of VET
- Senator the Hon Simon Birmingham, the former Assistant Minister for Vocational Education and Training, hosted round table discussions with students in two locations.

Activities for raising awareness of the VET FEE-HELP reforms have been delivered in house or by departmental staff, with no specific campaign budget allocated.