

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Education Question No. ED0206_15

Senator O'Neill provided in writing.

Question

Advertising

1. Does the Department plan to undertake any advertising campaigns in relation to any of the measures in the budget? If so, which ones, what is the cost, have any contract been entered into? 2. How will the Higher Education changes be communicated to current and prospective students? Will there be any advertising associated with those changes? 3. Are there any communications plans being drawn up – or in existence – for any Budget measure. Can these be provided? What does each one relate to?

Answer

At 31 May 2014, there are no planned advertising campaigns in relation to any 2014-15 Budget measures across the department.

The 2014-15 higher education reforms will be communicated to current and prospective students through existing public information channels including: education.gov.au; studyassist.gov.au; tertiary studies and careers exhibitions, and the Annual Higher Education Loan Programme (HELP) publications.