

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Budget Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000282**

Senator O'Neill, Deborah asked on 04 June 2015, Proof Hansard page 36

***Higher Education Campaign - second phase***

**Question**

Senator O'NEILL: You gave evidence earlier saying that there were two phases to the higher ed campaign, the first being in November, was it?

Ms Gleeson: It was 7 December to 21 December.

Senator O'NEILL: And then another campaign in February?

Ms Gleeson: It was not a separate campaign. It was the same campaign—a second phase.

Senator O'NEILL: Was the \$6,755,000 for those two phases?

Ms Gleeson: It was.

Senator O'NEILL: This additional buy of \$1,353,000 for media placement is a pretty big purchase. What is it for?

Ms Gleeson: I would have to take that on notice—that is what I have just indicated to the Senator—to give you those details.

**Answer**

Refer to SQ15-000277