

Senate Standing Committee on Education and Employment - Education

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

Outcome 3 - Higher Education, Reform & Support

Department of Education Question No. ED0720_15

Senator Carr asked on 14 November 2014 , Hansard page 60

Question

HEPPP Social Marketing Campaign Strategy

Ms Paul: I thought you were talking about the reforms. This is something different. This is to do with HEPPP. There has been an EOI issued, as Mr Griew was saying. So we can go into some detail on that if you wish. Senator KIM CARR: I want to know how much you are spending on TV. Ms Paul: In this HEPPP campaign? I do not know. I will have to find out. Mr Griew: It is too early to say, but I cannot imagine TV would figure significantly in this.

Answer

On 4 November 2014 the Department of Education asked universities to submit proposals under the Higher Education Participation and Partnerships Programme to develop a strategy that specifically promotes participation in higher education by people from disadvantaged backgrounds.

The request for expressions of interest document stated 'at this stage a television advertising campaign is not envisaged'.