

Current advertising projects over \$100,000

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
New Apprenticeships Campaign 2004.	<p>To promote the benefits of New Apprenticeships to employers and potential New Apprentices of all ages.</p> <p>The campaign features occupations that are currently experiencing skills shortages – including electrotechnology, furniture making, boatbuilding and aeronautical engineering.</p>	Prospective apprentices and employers.	The Minister for Education, Science and Training.	<ul style="list-style-type: none"> <li>•Television advertisements.</li> <li>•Press advertisements.</li> <li>•Radio advertisements.</li> <li>•Cinema advertisements.</li> <li>•Internet advertisements.</li> </ul>	• Batey Kazoo Communications..	Yes.	Yes.	<p>\$6.35 million.</p> <p>Market Research \$208,175</p> <p>Creative (development and Production costs) \$1,021,783</p> <p>Advertising \$5,115,000</p>

***Department of Education, Science and Training continued...***

**Planned advertising projects for 2004 over \$100,000**

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who is to authorise the project.	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
Higher Education Reforms Campaign 2004.	To increase awareness of the reforms to higher education and their effect on students.	<ul style="list-style-type: none"> <li>▪ Potential students.</li> <li>▪ Current students.</li> <li>▪ Higher education providers.</li> <li>▪ Open Learning Australia.</li> <li>▪ Parents/influencers.</li> <li>▪ Peak bodies.</li> <li>▪ Career advisors.</li> <li>▪ Centrelink.</li> <li>▪ Career Reference Centres.</li> <li>▪ Members of Parliament.</li> <li>▪ Professional associations.</li> <li>▪ The media.</li> </ul> <p>Special target audiences:</p> <ul style="list-style-type: none"> <li>▪ Low socio-economic status students,</li> <li>▪ People from non-English speaking backgrounds (NESB)</li> <li>▪ Indigenous Australians.</li> </ul>	The Minister for Education, Science and Training.	Unknown at this stage.	<ul style="list-style-type: none"> <li>▪ No company has been selected to carry out the creative development at this stage.</li> </ul>	Yes.	Yes.	\$3 million budget.

**Notes:**

In preparing this response, DEST has taken current advertising/public information projects to be:

- discrete projects that could be identified as having a value greater than \$100,000; and
- that are presently in the course of execution.

DEST has taken planned advertising/public information projects to be:

- discrete projects that could be identified as having a value greater than \$100,000; and
- have Ministerial approval to proceed in 2004