

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2014 - 2015

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000028

Senator Carr, Kim asked on 25 February 2015, Hansard page 21.

Higher education campaign social media

Question

Senator KIM CARR: Tell me about the campaign Facebook page. When was that created?

Ms Paul: We will have to take that on notice.

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Senator KIM CARR: So that is a separate cost, is it? How many staff would monitor the Facebook page?

Ms Paul: Probably not very many, but we take that on notice. I suppose you could count that as part of the \$14.6 million under website development. But as it has happened, we have managed to do it with existing resources. However, if you would like me to cost up out of the website development \$1.3 million how much has been spent in terms of staff time internally, I am happy to do that. It might give you what you are looking for.

Senator KIM CARR: What about the Twitter username—@HighEdGovAu? What date was that created?

Ms Gleeson: These were all timed to be in the public arena for the commencement of the first part of the campaign. The date that we launch that. But I would like to take that on notice and confirm it because it may have been a few hours prior. I would just like to be accurate with the timing.

Senator KIM CARR: I would obviously be interested in the cost of the Twitter page. What was the date the higher education hotline was actually established?

Ms Gleeson: It was already in existence.

Ms Paul: When was it scripted? I think what you probably want to know is when was the existing hotline scripted for this.

Senator KIM CARR: Yes.

Ms Paul: We will take that on notice.

Answer

Higher Education Facebook and Twitter channels - www.facebook.com/higheredgovau and @HighEdGovAu - were created on 24 November and were operational from 8 December 2014.

Day-to-day social media management was undertaken in-house with no costs incurred outside existing staffing.

Scripts to support the higher education communication campaign were provided to the call centre on 4 December 2014.