

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2014 - 2015**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000038**

Senator Carr, Kim asked on 25 February 2015, Hansard page 22.

***Campaign evaluation process***

**Question**

Senator KIM CARR: What are the percentages? Do you have the details there?

Ms Paul: These are top line, so it doesn't have it.

Ms Gleeson: We do not have a formal report yet.

Ms Paul: The evaluation is currently underway.

Senator KIM CARR: On what date was that undertaken?

Ms Paul: We can take it on notice. There were two stages. Why don't we give you both.

Senator KIM CARR: Can you tell me, in terms of your research how many people actually believed that the HECS scheme had been abolished?

Ms Paul: It was prevalent. I would have to take on notice that percentage, but it was absolutely prevalent and quite confrontingly so. In the 46 open days and experiences—

Senator KIM CARR: No, in your research.

Ms Paul: And then also in the research.

**Answer**

Tracking research for the 2014-15 higher education communication campaign was undertaken in two bursts between 9 December 2014 and 5 January 2015, and between 29 January and 19 February 2015. Evaluation research was also undertaken in two bursts between 7 and 19 January 2015, and 20 February and 2 March 2015.

The developmental research for the campaign is not publicly available as it was the subject of Cabinet deliberations.