

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2016 - 2017**

Outcome: Agency: AITSL

Department of Education and Training Question No. SQ17-000404

Senator Collins, Jacinta provided in writing

AITSL - Awareness of AITSL's tools and resources

Question

Only 55% of respondents in your stakeholder survey were aware of AITSL's tools and resources – what measures are you putting in place to rectify this low knowledge? (p. 30 Annual Report).

Answer

The Australian Institute for Teaching and School Leadership (AITSL) has provided the following response:

There is a range of measures in place to increase awareness of AITSL's tools and resources including:

- Targeted campaigns to pre-service teachers in an effort to increase engagement across the entire career lifecycle.
- Continued social media campaigns to extend our reach to new audiences.
- Boosting our external media profile.
- Investing in a web optimisation project to update the website and create a site that is more focused on the needs of our users. This will include a more attractive design, clearer navigation and easier access to key resources and tools.