

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 ADDITIONAL ESTIMATES HEARING

Outcome: All
Output Group: All

DEST Question No. E489_05

Senator Carr asked on 16 February 2005, EWRE Hansard page 13.

Question:

- A. How much market research was undertaken prior to the election?
- B. I would like copies of the market research please.

Answer:

- A. Worthington DiMarzio had undertaken research relating to the developmental phase of the Higher Education Reforms campaign prior to the election.
- B. The market research undertaken by Worthington DiMarzio is still being used to inform continuing policy and communication mechanisms for the higher education reform package. The research may be made available once it is no longer being used for this purpose.