

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 ADDITIONAL ESTIMATES HEARING

Outcome: 1
Output Group: 1.1 – Funding for Schools

DEST Question No. E825_07

Senator Carr provided in writing.

Question:

Australian Technical Colleges - Expenditure on advertising and marketing

Can you provide details of the expenditure to date on advertising and marketing associated with the ATC program, and projected expenditure in this area?

Answer:

Australian Technical Colleges - Expenditure on advertising and marketing

The *Skills for the Future* marketing campaign has been undertaken during 2006 and 2007 to promote a number of Australian Government skills initiatives. This is a major campaign focussing on Australian Apprenticeships, Australian Technical Colleges, Career Advice Australia, adult workers seeking to gain basic skills or a mid-career change, and employers. It includes print, internet, cinema, television and radio advertising. The total cost of the *Skills for the Future* campaign including creative development, media buy, market research and campaign collateral is estimated at \$20.5 million for the 2006/07 financial year. The cost relating to Australian Technical Colleges cannot be separated from this total amount. No funding from the Australian Technical College appropriation was allocated to this campaign.

Each Australian Technical College has its own budget for marketing and advertising which it uses to promote the college in their local region. See response to question E594_07 for details of these budgets.