

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2003-2004 BUDGET ESTIMATES HEARING

Outcome: 2

Output Group: 2.2 – New Apprenticeships

DEST Question No. E170_04

Senator Campbell asked on 4 June 2003, EWRE page 387

Question:

Were they consulted or just informed about the nature of the campaign? (Referring to the Stakeholder Reference Group listed in response to E162_04.)

Answer:

New Apprenticeships Marketing Campaign

All State and Territory training departments were invited to participate in the Stakeholder Reference Group for the development of the New Apprenticeships marketing campaign.

The Department convened the Reference Group in February to consult with them about the concept of the campaign and, in particular, seek their views on the proposed timing, structure, focus and industry profile.

In May the Reference Group met again to comment on the draft television, radio and print advertisements before they were finalised.