

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2005-2006 BUDGET ESTIMATES HEARING

**Outcome:** All  
**Output Group:** All

#### **DEST Question No. E007\_06 - Amended**

Senator Carr asked on Wednesday 1 June 2005, EWRE Hansard page 23.

*Refers to DEST Question Nos. E488\_05, E489\_05, E490\_05, E739\_05.*

#### **Question:**

- a) Regarding the Higher Education Reforms Campaign, how much are you spending on media this year?
- b) How much is unexpended? How much money is left in the budget for that (printed products)?
- c) If I can have a copy of the report (the Market Research Developmental Report), I would appreciate it.
- d) Given that the project is about to end, you must be able to provide me with advice on the total cost and a breakdown for this campaign.
- e) You say there has been an evaluation, which I expect would be the standard administrative procedure. Do you have a copy of that evaluation report?

#### **Answer:**

- a) *Media costs*

The expenditure for the media buy as at 29 June 2005 was \$1,271,602 (\$1,431,242 including GST and material despatch costs).

- b) *Unexpended money.*

The amount of money left unexpended in the 2004-05 financial year is \$1,040,999.

- c) *Market Research Tracking Report*

You requested—*A Research Report on Higher Education Reforms Communication Campaign. Developmental Phase. Study No: 04/05/3552.* A copy of this report is attached.

- d) *Total costs and breakdown for the campaign*

The following table provides the most recent breakdown of expenditure in relation to the Higher Education Reforms Campaign

<b>Key element of campaign</b>	<b>Initial budget (GST excl)</b>	<b>Expended funds (GST excl)</b>
Creative agency (Batey Red Cell)	\$400,000	\$64,051
Market Research Agency (Worthington Di Marzio)	\$150,000	\$143,400
Media Buy (Universal McCann)	\$1,700,000	\$1,271,602 (media buy) \$29,527 (despatch costs)
Printing of Information Products	\$600,000	\$300,421
Contingency	\$150,000	\$150,000
<b>TOTAL</b>	<b>\$3,000,000</b>	<b>\$1,959,001</b>

e) *Evaluation report*

The report you requested is— *A Research Report on Communication of the Higher Education Reforms “Our Universities: Backing Australia’s Future” and Particularly of The “Going to Uni” Website (Post Campaign Evaluation Wave). Study No: 05/02/1015.* A copy of this report is attached.