

EDUCATION, SCIENCE AND TRAINING

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

Outcome: All
Output Group: All

DEST Question No. E008_06

Senator Carr asked on Wednesday 1 June 2005, EWRE Hansard page 34.

Question:

- a) Can I have the details of (Higher Education Reforms Campaign) media buy, the dates and the magazines that the printed material appeared in, the cost of each of the advertisements and the details of the media buy for the advertisements that were placed on air – that is, on radio stations – and the costs of each of those placements?
- b) Do you have copies of the artwork for the print advertisements and scripts for the radio advertisements?

Answer:

- a) *Media buy*

The media buy breakdown for the Higher Education Reforms Campaign, as requested, is at **Attachment A** and has been provided by the Australian Government's master media agency for campaign advertising, Universal McCann. Please note that the costs of individual advertisement placements are commercial-in-confidence.

- b) *Artwork and radio scripts*

Copies of the artwork for the print advertisement and scripts for the radio advertisements, as requested, are at **Attachment B**.

MEDIA EXPENDITURE REPORT

DEST - HIGHER EDUCATION REFORMS

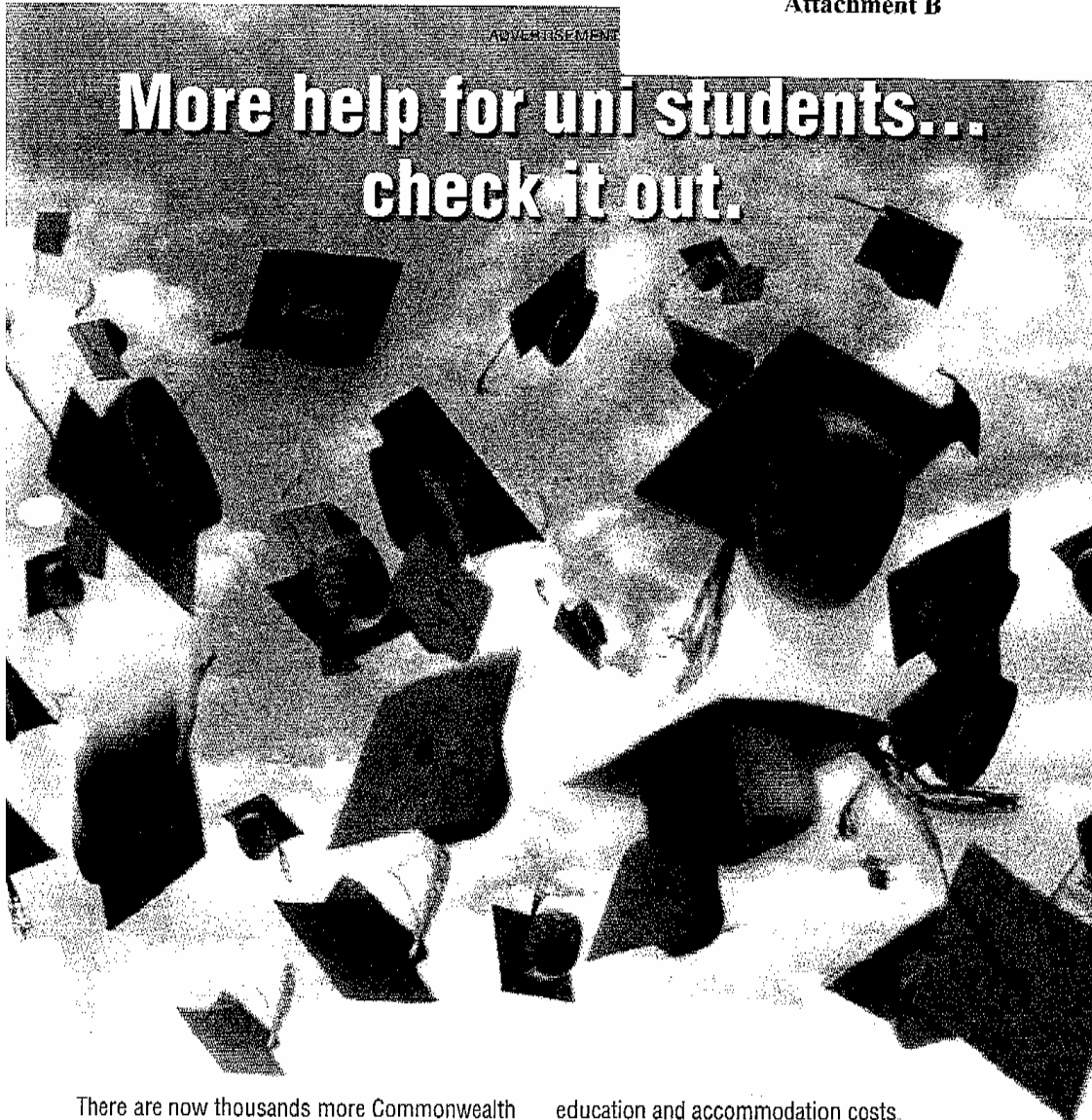
PRESS	Appearance dates		
Metropolitan Press		\$	156,686.28
Australian Financial Review	30.12.04 / 31.12.04 - 3.2.05 / 4.2.05		
The Australian	30.12.04 / 31.12.04 - 3.2.05 / 4.2.05		
Sydney Morning Herald	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Daily Telegraph	31.12.04 / 14.1.05 / 28.1.05 / 11.2.05		
Canberra Times	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Melbourne Age	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Herald Sun	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Courier Mail	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Adelaide Advertiser	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
West Australian	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Hobart Mercury	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Northern Territory News	30.12.04 / 13.1.05 / 27.1.05 / 10.2.05		
Primary Regional Press		\$	40,338.82
Illawara Mercury	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Newcastle Herald	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
The Border Mail	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Geelong Advertiser	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Cairns Post	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Gold Coast Bulletin	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Townsville Bulletin	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Toowoomba Chronicle	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
The Burnie Advocate	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Launceston Examiner	30.12.04 / 31.12.04 / 14.1.05 / 29.1.05 / 11.2.05		
Regional Press	*w/c 26.12.04 - w/c 23.1.05	\$	204,661.28
MAGAZINES		\$	26,485.97
Campus Review Weekly	6.2.05/13.2.05		
Education Review	6.2.05/13.2.05		
Street Press	w/c 2.1.05 - w/c 6.2.05		

*w/c - week commencing

RADIO			
Metropolitan Radio	w/c 16.1.05 - w/c 30.1.05	\$	298,381.16
Examples include			
MIX			
NOVA			
TODAY FM			
MMM			
Syndicated Radio	w/c 9.1.05 - w/c 30.1.05	\$	97,542.75
Regional Radio	w/c 16.1.05 - w/c 23.1.05	\$	285,153.45
INTERNET	w/c 26.12.04 - w/c 13.2.05	\$	13,098.01
NESB PRESS	w/c 16.1.05 - w/c 23.1.05	\$	38,271.43
NESB RADIO	w/c 16.1.05 - w/c 6.2.05	\$	80,873.70
INDIGENOUS PRESS	w/c 16.1.05 - w/c 30.1.05	\$	6,235.10
INDIGENOUS RADIO	w/c 16.1.05 - w/c 6.2.05	\$	23,874.05
TOTAL MEDIA (Net)		\$	1,271,601.97
MATERIAL DESPATCH (Net)		\$	29,527.25
TOTAL (Net)		\$	1,301,129.22
TOTAL Media & Despatch (including GST)		\$	1,431,242.14

*w/c - week commencing

Attachment B



More help for uni students... check it out.

There are now thousands more Commonwealth supported places being made available (they used to be known as HECS places).

There is also a range of new student loans.

A large number of scholarships has also been provided to help eligible students with their

education and accommodation costs.

Together, it means more assistance and flexibility for new and existing students studying in 2005.

To find out more, go to the website.

Or get the free booklets from your university.

Or call **1800 020 108**.



Australian Government
Department of Education, Science and Training

goingtouni.gov.au

BATEY|red cell**RADIO**

CLIENT: DEST
PRODUCT: Higher Education Reform Campaign
TITLE: Uni-Information – Youth version
DURATION: 30 seconds
DATE: 21/12/04
JOB NO: DES4748
KEY NO: HER01124/30 – Syndicated Radio, Metro & Region

Girl: Are you going to uni in 2005?

Guy: Yeah, but I wouldn't mind knowing what help's available.

Girl: You should go to the website, goingtouni.gov.au...it has all the details of the changes the Australian Government has made, to make sure more people can get into higher education.

Guy: Like what?

Girl: Things like more Commonwealth Supported places (they used to call them HECS places), new student loans, scholarships for eligible students...

Guy: Sounds like something I should check out.

Girl: Call 1800 020 108 or visit the website.

Guy: goingtouni.gov.au

Girl: That's the one.

Authorised by the Australian Government, Canberra.
Spoken by XX and YY

BATEY | red cell

RADIO

CLIENT: DEST
PRODUCT: Higher Education Reform Campaign
TITLE: Uni-Information -- Parent version
DURATION: 30 seconds
DATE: 21/12/04
JOB NO: DES4748
KEY NO: HER02124/30 – Metro and Regional

Voiceover:

If your children are going to university in 2005, you should know what help's available. The Australian Government has made changes to make sure even more people can get into higher education.

There are more Commonwealth supported places (they used to call them HECS places), new student loans, and scholarships for eligible students. You'll find all the details at the website goingtouni.gov.au

Before they go to uni, find out what help's available at goingtouni.gov.au or call 1800 020 108.

Authorised by the Australian Government, Canberra.
Spoken by XX