

EDUCATION, SCIENCE AND TRAINING

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

Outcome: 3
Output Group: 3.3 – AEI Group

DEST Question No. E659_04

Senator Stott-Despoja asked on 17 November 2003.

Question:

- (a) How much did the launch of the “*Study in Australia*” programme cost?
- (b) How much did the Government spend on marketing of Australian education overseas in 2002?

Answer:

Costs of marketing Australian education overseas

- (a) The Study in Australia brand was launched by the Hon Dr Brendan Nelson MP, Minister for Education, Science and Training, at an event held at The Boat House by the Lake in Canberra on 9 December 2002. Attendees included foreign diplomats, Vice-Chancellors; representatives of other education sectors, education and training industry peak body representatives, international students and Australian Government officials. The total cost of the event was \$3,231.80.
- (b) AEI undertakes a number of activities which promote and support the marketing of Australia’s education export capability, both overseas and domestically. These include market intelligence provision, market research, industry consultation, student information services, and generic promotion under the Study in Australia brand. An estimate of the amount spent on these activities overseas for 2002/03 is some \$8m, representing 60% of the total expenditure of the AEI offshore network.