

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 SUPPLEMENTARY ESTIMATES

Outcome: 2

Output Group: 2.4 – Funding for Higher Education

DEST Question No. E452_05

Senator Stott-Despoja provided in writing.

Question:

1. What is the cost of the “Higher education reforms communication campaign” that was run as part of the implementation of *Our Universities: Backing Australia’s Future*?
 - a) Please provide a breakdown of the costs for different items.
2. What is the estimated cost of the market research to be performed to assist DEST in developing a communications strategy, including identifying the best ways to reach the intended target audiences?

Answer:

Communication Campaign

The communication campaign for the higher education reforms has been delayed due to the Federal election. The estimated cost breakdown is outlined below. Actual figures will be available once the campaign has been executed.

Campaign element	Estimated cost (GST exclusive)
Market research: • benchmark and tracking • evaluation	\$150,000
Creative agency	\$400,000
Printing information products • posters • brochures • material for careers advisers and teachers	\$750,000
Media buy	\$1,700,000
Total	\$3,000,000