

## QUESTION ON NOTICE

No. 1521

asked on Tuesday 30 October 2018

---

**MS F SIMPSON** ASKED THE MINISTER FOR EMPLOYMENT AND SMALL BUSINESS AND MINISTER FOR TRAINING AND SKILLS DEVELOPMENT (HON S FENTIMAN)—

QUESTION: With reference to TAFE Queensland's 2017-18 Annual Report—

Will the Minister detail how much TAFE Queensland spent on brand research over the previous financial year?

ANSWER:

TAFE Queensland spent \$93,000 (excl. GST) on brand research in 2017-18. This represents approximately 0.015% of TAFE Queensland's annual expenses, and in a contestable environment, is an important investment in promoting TAFE Queensland as a provider of relevant, quality training.

This included both pre-campaign concept testing and post-campaign evaluation, in line with industry best practice.

The post-campaign research showed the campaign had a positive impact on the brand with 53 percent of respondents having a better opinion of TAFE Queensland as a result of seeing the campaign.

As stated in TAFE Queensland's published Annual Report 2017-18, this brand research revealed that:

- TAFE Queensland's brand is the most widely recognised tertiary provider in Queensland, with nearly six in ten (59%) Queenslanders aged 18-55 aware of it spontaneously.
- Nearly nine in ten (87%) were aware of the TAFE Queensland brand when prompted.
- When compared to other Queensland educational institutions, 72% of Queenslanders agreed that TAFE Queensland is a trusted provider and 59% agreed that TAFE Queensland is a solutions provider.