

Question on Notice

No. 46

Asked on 6 February 2007

Mr Springborg asked the Minister for Education and Training and Minister for the Arts (Mr Welford) —

QUESTION:

With reference to the Australian Agricultural College campuses operating in Queensland—

(1) What marketing and communications strategies and advertising campaigns have been undertaken since the colleges were amalgamated in 2005 to attract students to each of the campuses?

(2) What was the total expenditure on each marketing or communication strategy undertaken?

(3) What marketing and communication strategies are currently being undertaken in 2006-07?

ANSWER:

Following amalgamation on 1 July 2005, the Australian Agricultural College Corporation (AACC) developed a comprehensive two-year marketing and communication plan. This plan identified six key strategies, each supported by a range of goals and activities:

The six key strategies are building the college brand and reaching the:

- entry level market
- adult learner market
- corporate client market
- international market
- community market

The marketing and communication plan has a strong focus on interrelating a number of activities and goals to achieve maximum output and exposure for expenditure. It includes optimising the use of local and rural Queensland radio and print media, obtaining economies of scale in utilising statewide marketing and advertising supplemented by regional activities and ensuring printed media is readily convertible to online and web-based media.

The total expenditure on the marketing and communication plan for 2005–06 was \$200 135 (GST exclusive), excluding staff salaries and on costs.

The total expenditure on the marketing and communication plan for 2006–07 to 31 January 2007 was \$116 988 (GST exclusive), excluding staff salaries and on costs.

The 2006–07 budget for the marketing and communication plan is \$270 000 exclusive of salaries and on costs. There are three full time equivalent staff with many other staff playing an active role in marketing and communication activities, including significant industry liaison, as part of their core functions.

At 31 January 2007, the key achievements to date and ongoing activities include:

- creating a website and producing 3000 newsletters each quarter
- participating in a large range of industry field days/regional shows/forums and events (covering areas such as 2007 Cotton Week, Westtech field days, Beef 2006, Tooma horse sale, Emerald Show, Clermont Field Day and Mackay Sugar Industry's Skills Forum)
- developing a comprehensive style guide to support image branding
- developing an alumni association of past students (ongoing)
- issuing weekly media releases and increasing connections with rural media (e.g. *Queensland Country Life* and *The Land*)
- visiting over 130 schools across Queensland
- distributing over 19 000 course guides for 2006 and 2007 (2008 Course Guide under development)
- attending over 40 careers expos across the State
- holding campus open days each year with over 1000 people attending
- increasing partnership arrangements with TAFE, industry, and liaising with regional State Government offices to address regional specific and industry specific employment and training issues
- holding community information sessions and forums
- using campus facilities for community and commercial events
- participating in local events that support the community (e.g. Red Shield appeal and Rotary McDonald's Beach to Bush event)