

61 2 6264 2479

Submission 3



Australian Government
Department of Immigration and Citizenship

Joint Publications Committee
Parliament of Australia
Canberra ACT 2600

Att: Jason Sherd, Secretary

File ref: SEC/39347

Dear Mr Sherd

Inquiry into printing standards for documents presented to Parliament

Your letter of 11 April to the Secretary, Andrew Metcalfe offering the opportunity to submit a response to the Joint Publications Committee's inquiry into issues relating to printing standards, refers. Mr Metcalfe has asked me to respond on his behalf.

All documents designed for presentation to Parliament have been managed through a centralised communication branch in the Department of Immigration and Citizenship (DIAC) since mid-2005. This ensures adherence to protocols relative to current printing standards, including those governing documents presented by this department to the Parliament.

In relation to annual reports and concerns that the "value added by use of colour and illustration is in some cases questionable" as outlined in the *Discussion Paper* circulated in your letter of 11 April, we would offer the following comments.

The 2006-07 DIAC annual report used full colour process to best reflect the breadth and diversity of the client base with whom we interact on a daily basis. The costs and rationale were subject to careful scrutiny by the departmental executive management committee and financial management division, and reflected the importance of becoming a more open and accountable organisation. Colour pictures were considered a vital element in accurately portraying this – especially in an environment where there was increased accountability and public scrutiny of the department's programmes and outcomes.

The issue of costs of colour print versus black and white, return on investment and value in spending DIAC funds is carefully considered. Best value solutions are always applied to producing and printing all parliamentary documents.

Finally, we believe photographs and illustrations play an important role depicting the cultural diversity of Australia. Printing photos in black and white can devalue the essence and story behind each image. Colour photos draw people into a publication, such as an annual report, and add an underscore to a specific theme or concept.

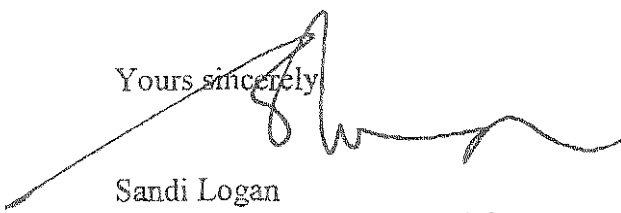
people our business

6 Chan Street Belconnen ACT 2617

61 2 6264 2479

Submission 3

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sandi Logan', written over the typed name and title.

Sandi Logan
National Communications Manager

Telephone: 02 6264 2080
Email: sandi.logan@immigration.gov.au

4 May 2007