

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING : 23 February 2015

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE15/065) - Funding Anti-people Smuggling Strategic Communication - Operation Sovereign Borders

Senator Carr, Kim (L&CA 107) asked:

Senator KIM CARR: Will there be an evaluation of the campaign?

Lt Gen. Campbell: Yes, there will be an ongoing evaluation looking at the perceptions of target audiences.

Senator KIM CARR: Who will undertake that evaluation?

Lt Gen. Campbell: We have some contractors who undertake that work for us, but I might take that question on notice.

Senator KIM CARR: Would you take that on notice. Will there be any evaluation undertaken domestically?

Lt Gen. Campbell: Again, I will take that question on notice—to indicate that mechanism.

Senator KIM CARR: Thank you. Will there be any focus groups?

Lt Gen. Campbell: I will have to take that question on notice.

Senator KIM CARR: Will there be any other polling?

Lt Gen. Campbell: I am not sure if you are implying something but I will just take it on notice.

Senator KIM CARR: I just asked a question.

Lt Gen. Campbell: I will take on notice the question of the mechanism of communication campaign validation or confirmation.

Answer:

Evaluations of offshore anti-people smuggling have been conducted by Red Elephant Research. These evaluations use surveys to measure the effectiveness and awareness of campaigns.

The most recent onshore evaluation research was conducted by McNair Ingenuity research in November-December 2014.