

## QUESTION TAKEN ON NOTICE

### BUDGET ESTIMATES – 26 – 27 MAY 2014

#### IMMIGRATION AND BORDER PROTECTION PORTFOLIO

#### (BE14/510) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

*Answer:*

<b>Campaign</b>	<b>Advertising Cost</b>	<b>Production Cost</b>	<b>Distribution</b>	<b>Approval</b>	<b>Ministerial involvement</b>
By boat, no visa (onshore)	\$6 501 715.83	Nil.	Online, television, press and radio	Secretary, Department of Immigration and Border Protection	No
No way (onshore)	N/A	\$14 584.50	Online, press and radio	Secretary, Department of Immigration and Border Protection	No
Anti-People Smuggling Communications Campaign (offshore)	\$9 539 967.09	\$65 944.91	Online, television, press, radio, comic book, billboard and cinema	Numerous approvers, up to and including Minister for Immigration and Border Protection	Yes