

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(SE14/189) PROGRAMME – Internal Product

Senator Xenophon (Written) asked:

I have received a letter from the Auditor General following questions I placed on notice with the ANAO last estimates relating to the No Boat, No Visa advertising campaign. Mr McPhee informs me that the Department handled the domestic advertising component of this campaign. Is that correct?

- a. Mr McPhee also informs me that the Department has advised the ANAO that the domestic component of the campaign ran from 20 July 2013 and ended on 5 September 2013, so a total of just under three months. Is that correct?
- b. The Department has advised the ANAO that the total cost of that three month campaign was just over \$6.8 million. Is that correct?
- c. If so, that's over \$2 million a month. Can the Department advise why the cost was so high?
- d. How does this cost compare to other campaigns run by the Department?
- d. For example, I believe that the No Way campaign's domestic component cost \$461,836 from 8 June 2014 to 30 August 2014 – so a similar amount of time. How does the Department justify the difference in cost?
- e. I believe the overall expenditure from the Department for onshore campaign activities was \$7.65 million in 2013/14. How does this compare to previous years? How does it compare to the budget and projections from 2014/15?

Answer:

Yes, the Department is responsible for the onshore component of anti-people smuggling communication.

- a) Yes.
- b) Yes.
- c) The campaign included mainstream television, radio, press and online advertising as well as in-language advertising in ethnic media. Television is the most expensive channel and mainstream media costs more than ethnic media.
The density of particular ethnicities in certain geographic locations was taken into account as part of the rationale for the media buy.
Mainstream advertising is effective with the campaign's target audiences, both primary and secondary. The secondary audience is important as friends and neighbours play an influencer role for the primary target audience.
- d) The *No Way* onshore campaign does not include any mainstream or television advertising, greatly reducing the cost in comparison to the *By boat, no visa* campaign. Only eight weeks of advertising was booked in the period 8 June-2 August 2014.

- e) The 2013-14 financial year expenditure on campaigns was higher than previous and future years and included costs for both the *By boat, no visa* campaign and the *No Way* campaign as there were two asylum seeker policy changes.