

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(SE14/431) PROGRAMME – Internal Product

Senator Carr asked:

Please provide more details on the public education campaign entitled “Work visa scams. Don’t pay the price.”?

What does the public education campaign entail?

What is the reach of this campaign? Only Australia? Or beyond our borders? Which countries?

What is the cost of this campaign?

Can the Senator please provide a breakdown of these costs?

What kind of materials will be created for this campaign?

How will they help educate the public on work visa scams?

Answer:

The *Work visa scams. Don’t pay the price.* campaign was initiated to raise awareness of work visa scams, the risks associated with them and the penalties in place for both sponsors and visa holders engaged in these activities. The campaign focussed on education and prevention of fraudulent activity by increasing awareness of the department’s visa programme monitoring activities and encouraging self-compliance.

The public education campaign was primarily driven through the Department’s social media accounts, which include Facebook, Twitter and LinkedIn. Content was also developed for the Department’s Migration Blog, website and stakeholder sites. It was in operation from 1 October until 12 November 2014.

The campaign reach included Australia and other countries such as China, India, Japan, Sri Lanka, Singapore, Malaysia and Pakistan. Content was translated into Hindi, Mandarin, Punjabi and Gujarati and posted on the Australian High Commission website in India and the Australian Embassy website in China. These languages were chosen to reflect the larger nationality groups in the visa programme.

The only costs incurred for the campaign were for translation of communication materials, equating to \$3593.96.

Materials created for the campaign included web banners and social media content (including translations). The webpage and Migration Blog both contained links to the Immigration dob-in line. Scenarios depicting fictional case studies involving either sponsors or visa holders engaged in fraudulent activity were developed for use on the Migration Blog, allowing viewers to post questions or comment on the scenarios.

The campaign helped to educate the public on work visa scams by raising awareness of scams, the risks associated with them and the penalties in place for sponsors and visa holders alike. The campaign also provided information about sponsor's obligations under the 457 visa programme.