

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN CUSTOMS AND BORDER PROTECTION SERVICE

Question No. 38

Senator Brandis asked the following questions at the hearing on 14 February 2012:

Mr Pezzullo: Since 2009-10, we have run campaigns and research components to support those [offshore people-smuggling public information] campaigns variously in Indonesia, Malaysia, Sri Lanka, Pakistan and Afghanistan.

Senator BRANDIS: You qualified yourself with the adverb 'variously'. Are the programs being run in all of those countries at the moment or only some of them? If so, which?

Mr Pezzullo: I will have to take the specific breakdown on notice, for this purpose: in some of these countries we focused initially on building a profile of the information environment through research and then undertook modest community or village based public messaging. In other countries we have undertaken more sophisticated campaigns more akin to what you would think of as a public information campaign in a more advanced media market. Which of those methods we employed in which of those countries across which of the three financial years is a question of details that I will have to take on notice.

Senator BRANDIS: Please do take this on notice. If you would not mind, please also take on notice the expenditure in each country within that program in each of the years that it has been running. I surmise, by the way—correct me if I am wrong—that the largest component of expenditure would be in Indonesia.

Mr Pezzullo: Not necessarily so. I will take it on notice, as you have requested. I say that simply because in Indonesia, learning from our experiences in relation to, say, illegal fishing public information campaigns, the more grassroots campaigning at the village level is actually cheaper. It is more effective, you spend less and you get coverage in particular ways.

The answers to the honourable Senator's questions are as follows:

Counter people-smuggling communications programs have been run in Indonesia, Malaysia, Sri Lanka, Afghanistan, Pakistan and in the Persia/Mesopotamia region tailored to a Farsi and Kurdish-speaking audience. Programs are currently underway in Pakistan Afghanistan, and the Persia/Mesopotamia region. We intend implementing further activities in Indonesia, Malaysia, Thailand, Vietnam, Cambodia, Lao PDR, Qatar, the United Arab Emirates, Singapore and India from this calendar year. Customs and Border Protection is also in negotiation with the International Organisation for Migration (IOM) for the implementation of a communications campaign in Indonesia until the end of the 2012/13 financial year.

It is important to note that some of the elements of the communications campaigns are not limited to access from a single country – for example, a radio or TV broadcast or online content may be accessible from almost anywhere even though it may have been tailored for a specific audience in a specific location.

Details on the methods and expenditure have been tabulated below on a project basis rather than by country and year. This is because some projects involve multiple streams of activity and have been conducted in multiple countries over periods of time which defy easy classification within a calendar or financial year.

Where the term 'Embedded messaging' appears below, it refers to the stimulation of media content and placement of messages through established sources such as radio and newspapers rather than to the dissemination of advertising campaign-style messaging (through various media such as posters, billboards, public announcements, media advertisements) of the sort employed in public information campaigns.

Country/ies covered	Type of Project	Duration	Cost
Sri Lanka	Public information campaign	September 2009 – August 2010	\$234,810
Sri Lanka	Public information campaign	May 2010 – August 2010	\$341,500
Malaysia	Public information campaign	October 2010 - March 2011	\$722,000
Pakistan	Public information campaign	May 2010 – September 2010	\$375,500
Afghanistan	Market research	October 2010	\$72,000
Indonesia	Public information campaign	November 2009 – August 2010	\$810,000
Indonesia	Potential irregular immigrant liaison	June 2010 - 30 January 2012	\$816,988
Pakistan/Afghanistan	Embedded messaging Market research	January 2011 – March 2012	\$528,000
Pakistan/Afghanistan	Market research	24 May 2010 – 30 June 2011	\$397,600
Pakistan/Afghanistan	Market research	August 2011	\$45,900
Persia/Mesopotamia	Embedded messaging Market research	March 2011 – January 2012	\$617,851
Australia Pipeline (Afghanistan, Pakistan, Persia/Mesopotamia, Malaysia, Thailand, Vietnam, Singapore, Cambodia, India, Lao PDR, Qatar, the UAE)	Embedded messaging Market research	December 2011-30 June 2013	\$2,206,749
Online	Public information website	May 2010 – 30 June 2012	\$35,131