

## **QUESTION TAKEN ON NOTICE**

**ADDITIONAL ESTIMATES - 25 FEBRUARY 2014**

**IMMIGRATION AND BORDER PROTECTION PORTFOLIO**

**(AE14/096) PROGRAMME – Internal Product**

Senator Boyce (L&CA 124) asked:

Senator BOYCE: But, if you were aiming at the diaspora, one assumes that the advertising in the NESB market would have been the more effective, would it not?

Mr Bowles: It depends. It depends on what you are looking at, and cost is not always a good indicator, because sometimes the cheapest ways of doing things actually make the biggest difference. We will take all of that on notice and see if we can give you some clarity on that.

*Answer:*

The mainstream channels (English language) included were major metropolitan or specific to geographic areas with high levels of the target diaspora communities in residence. The metropolitan press covered areas where the community press was not available. This also covered those members of the diaspora communities who read English as well as the wider community. Supporters, friends, neighbours and workmates play an important role reinforcing the message back to diaspora community members based on the wide exposure of the campaign.