

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/097) PROGRAMME – Internal Product

Senator Boyce (L&CA 124) asked:

Senator BOYCE: I am going back to the term I used. It was TARPs, which is a way of ascertaining the viewing success of advertisements. Do you have the TARPs for the advertising campaign within Australia?

Mr Manthorpe: I do not have that with me.

Senator BOYCE: Are you able to comment on it at all?

Mr Bowles: I can take it on notice.

Mr Manthorpe: I am not sure whether we have that information but we will take it on notice and see what we have.

Answer:

The Universal McCann (UM) report stated that the *By boat, no visa* campaign advertising received an estimated 345 TARPs (Target Audience Rating Point) per market across the active period.