

QUESTION TAKEN ON NOTICE

ADDITIONAL BUDGET ESTIMATES HEARING: 25 February 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14-102)

Senator Singh (L&CA 128) asked:

Question

Senator SINGH: [...] Can you tell me the budget for this advertising?

Mr Bowles: It is something that is managed by Customs and Border Protection. I do not have the figures here. We can take on notice how much it cost. [...] If you want more detail and costings, I can take it on notice and we can ask Customs, as part of my portfolio, to come up with an answer for you. [...] Senator SINGH: Yes, but you are saying this was not produced out of the department of immigration's budget. Is that what you are saying?

Mr Bowles: I would take that on notice. It came out of the Joint Agency Taskforce. My understanding—and I will be corrected and I will come back to you on notice—is that this was part of the Customs offshore strategic communications to the group.

Answer:

The storyboard campaign was funded by the Australian Customs and Border Protection Service as part of the counter people smuggling communication activities in Afghanistan.

The storyboard campaign cost \$55,780.