

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/433) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

What government advertising is planned for the rest of the financial year?

- List the total expected cost
- List each item of expenditure and cost
- List the approving officer for each item
- Detail the outlets that have been or will be paid for the advertising

Answer:

The portfolio has government advertising planned for the onshore *Anti-people smuggling communication campaign* and the voluntary return services and skilled migration *Live the life campaign*.

The table below details the total expected expenditure on advertising for the 2013-14 financial year:

Supplier	Activity	Approving agency	Payments (excluding GST)
Universal McCann	Online advertising	Operation Sovereign Borders	\$2,588,109.85
TBWA/Thompson Associates	Public information campaign in Sri Lanka	Operation Sovereign Borders	\$2,121,030.85
STATT Consulting	Public information campaign in the Middle East	Operation Sovereign Borders; and ACBPS.	\$5,848,033.00
Pakistan press ads (local supplier paid by Post and costs journalled to ACBPS)	Press ads in national newspapers for 4 weeks	Operation Sovereign Borders	\$60,525.55

Supplier	Activity	Approving agency	Payments (excluding GST)
Leo Burnett Indonesia	Public information campaign in Indonesia	Operation Sovereign Borders	\$636,628.13
India radio and cinema advertising (local supplier paid by Post and costs journalled to ACBPS)	Radio and cinema ads broadcast in southern India	Operation Sovereign Borders	\$45,580.38
Vietnam press ads (local supplier paid by Post and costs journalled to ACBPS)	Press ads in national newspapers for 8 weeks	Operation Sovereign Borders	\$11,005.61
Malaysia banners and leaflet distribution (local supplier paid by Post and costs journalled to ACBPS)	Banners displayed at Embassy and Airport. Leaflets disseminated in Kuala Lumpur area for 4 weeks	Operation Sovereign Borders	\$6,009.70
Thailand leaflet distribution (local supplier paid by Post and costs journalled to ACBPS)	Leaflets disseminated at airports and Thai Immigration Bureau	Operation Sovereign Borders	\$12,000
International Organization for Migration Vietnam	Public information campaign in Vietnam	Operation Sovereign Borders	\$120,075.19
Zanala Bangladesh	Public information campaign in Bangladesh	Operation Sovereign Borders	\$50,000
LOTE Marketing	Translation of advertising material	Operation Sovereign Borders	\$75,000

Supplier	Activity	Approving agency	Payments (excluding GST)
Universal McCann	No way onshore campaign Ethnic online, press and radio advertising	Department of Immigration and Border Protection	\$140,749.60
Universal McCann	Voluntary return services Ethnic online and radio advertising	Department of Immigration and Border Protection	\$85,925.00
Universal McCann	Live the life campaign Online advertising	Department of Immigration and Border Protection	\$55,944.73
TOTAL			\$11,856,617.59