

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

**Question No. 85**

**Senator Barnett asked the following question at the hearing on 26 May 2009:**

Provide further and better particulars for each of the campaigns listed below;

- a) Australian Customs and Border Protection Service Hotline costing \$174,939.82,
- b) SmartGate public information campaign costing \$1.3 million, and
- c) The Tourist Refund Scheme costing \$31,291.

**The answer to the honourable senator's question is as follows:**

a) Customs and Border Protection Hotline

The Hotline program is a component of Customs and Border Protection's community participation and industry engagement activities. This program aims to encourage members of the community to report suspicious activity at the Australian border to Customs and Border Protection. Monies spent on Hotline program print advertising during the period of 1 December 2007 to 30 March 2009 totalled \$174,939.82 (ex GST), comprising:

Indigenous/Regional Newspapers	\$30,444.27
Fishing Journals	\$35,757.70
Boating Journals	\$63,925.60
Driving Journals	\$16,267.25
Travel and Tourism Journals	\$13,150.00
Aviation Journals	\$4,920.00
Land and Mining Journals	\$4,280.00
Hobby Journals	\$6,195.00

b) SmartGate

Total spend for advertising the SmartGate program since December 2007 to March 2009 is \$1,314,019.19 (ex GST and including fees and despatch), comprising:

Newspapers (travel sections)	\$847,883.54
Digital	\$400,736.26
In-airport advertising	\$28,308.57
Fees and despatch costs	\$37,090.80

The SmartGate public information campaign is to promote awareness and use of SmartGate at Australian international airports. The campaign is targeted at eligible travellers and comprises an aircraft in-flight video, in-airport advertising and signage, internet search and targeted newspaper/magazine advertising.

c) Tourist Refund Scheme

The total monies spent on Tourist Refund Scheme advertising during the period December 2007 to March 2009 are \$31,291 (GST exclusive) for print advertising in travel and tourism journals.