

## **QUESTION TAKEN ON NOTICE**

### **BUDGET ESTIMATES HEARINGS: 26-27 MAY 2010**

#### **IMMIGRATION AND CITIZENSHIP PORTFOLIO**

##### **(57) Program 3.1: Border Management**

Senator Barnett (L&C 113) asked:

What is the level of expenditure on the education and information campaigns with respect to anti-people-smuggling messages?

*Answer:*

As part of its whole-of-government partnering with the Australian Customs and Border Protection Service (ACBPS)-led anti-people smuggling information strategy, the Department of Immigration and Citizenship (DIAC) undertakes the onshore component of communication activity targeted at Australian diaspora communities of particular nationalities.

DIAC is conducting a low-level information plan funded by ACBPS engaging with ethnic communities in Australia to discourage use of people smugglers. ACBPS is responsible for communication offshore, including with those at risk of using people smugglers.

DIAC activities targeting these communities include media releases for ethnic media, public notices, in-language communication materials (such as brochures), community engagement and an online presence through YouTube.

This is not an information campaign but targeted communications activity. Materials are produced by DIAC staff – not any external private agencies – at a low cost. The total spend as at 11 June 2010 was \$81 077.69 (GST exclusive) including research, production of all materials (including videos) and translation.