

## **QUESTION TAKEN ON NOTICE**

**BUDGET ESTIMATES HEARING: 27-28 May 2013**

IMMIGRATION AND CITIZENSHIP PORTFOLIO

**(BE13/0505) PROGRAM – Internal Product**

Senator Humphries (Written) asked:

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

*Answer:*

1) The total cost of all advertising for the Department of Immigration and Citizenship, the Migration Review Tribunal and the Refugee Review Tribunal from 1 July 2012 to 28 May 2013 was \$1 165 668.04 GST exclusive.

2) Of that total cost of all advertising, \$620 858.42 GST exclusive on campaign advertising and \$544 809.62 GST exclusive on non-campaign advertising.

Campaigns advertised were: Don't be sorry (anti-people smuggling) and Employer awareness (new legislation details). Advertising services for both campaigns were provided by Universal McCann (a division of Mediabrands Australia Pty Ltd).

Non-campaign advertising comprised recruitment for specific job vacancies; auction and tender notices; invitations to make submissions or apply for grants; other public notices; and routine activities including Harmony Day, Australia Day, Refugee Week and Citizenship Week.

3) Yes. The Department of Finance and Deregulation's (DoFD) Independent Communications Committee (ICC) provided compliance advice, with respect

to Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* for both campaigns.

The advice from the ICC for the Don't be sorry campaign related to advertising format, channel and target audiences. The campaign comprised ethnic press and radio, community press in areas with high populations of our target audiences, SBS and satellite television and online banner, Facebook, video and search term advertising. The advertising was in seven languages, except the community press advertising, which was in English. The campaign targeted Afghan, Iranian, Iraqi, Sri Lankan and Vietnamese diaspora communities, as these communities represent the highest proportions of Irregular Maritime Arrivals.

The advice from the ICC for the Employer awareness campaign related to advertising format and target audiences. The campaign included print, radio, culturally and linguistically diverse/regional radio, online banner, Google, Facebook and trade magazines.

4) Yes, the advertising did comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

5) The Department of Immigration and Citizenship is planning to undertake routine information activities including Citizenship Week, Australia Day and ongoing program activities.