

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES: 19 OCTOBER 2010

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(421) Program Internal Product

Senator Barnett asked:

What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

(1) The Department of Immigration and Citizenship has not undertaken any formal communications programs or information and advertising campaigns (as defined by the Guidelines in Campaign Advertising by Australian Government Department and Agencies produced by the Department of Finance and Deregulation [June 2008]) since additional estimates. Its National Communications Branch conducts traditional media liaison, internal communications and design/production functions as part of “business as usual” activities, including its “No To People Smuggling” information strategy targeted at diaspora communities within Australia.

(2) There has been no spend on communication programs since additional estimates.

(3) The Department of Immigration and Citizenship has no plans at this time to undertake any “information and advertising campaigns”.