

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

Question No. 52

Senator Brandis asked the following question at the hearing on 16 October 2012:

1. Since 2008, how many anti-people smuggling, or illegal boat arrival deterrent campaigns has Customs run? Where was the campaign run? What was the nature of the campaign? What was the duration of each campaign and how much did each cost?
2. Does this include boat crew campaigns or were those purely targeting those that wish to seek asylum in Australia and come via a boat?

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

Since 2008, Customs and Border Protection has delivered, or is in the process of delivering, 12 counter-people smuggling communications campaigns. These campaigns have been targeted towards key source and transit countries in the region and have employed a variety of methods to reach the intended audiences. The table below presents the full list of counter-people smuggling communications campaigns in broad chronological order. It also lists the nature of the campaign, the duration and cost.

This table includes details of boat crew campaigns as well as those that wish to seek asylum in Australia and come via a boat.

Country/ies covered	Nature of campaign	Primary target audience	Duration	Cost
Sri Lanka	Public information campaign	PIIs	September 2009 – August 2010	\$234,810
Sri Lanka	Public information campaign	PIIs	May 2010 – August 2010	\$280,000
Pakistan	Public information campaign	PIIs	May 2010 – September 2010	\$375,500
Malaysia	Public information campaign	PIIs	October 2010 - March 2011	\$722,000
Indonesia	Public information campaign	Potential crew	November 2009 – August 2010	\$810,000

Indonesia	Potential irregular immigrant community liaison	PIIs	June 2010 - 30 January 2012	\$816,988
Pakistan/Afghanistan	Media liaison and community outreach Market research	PIIs	January 2011 – March 2012	\$528,000
Persia/Mesopotamia	Media liaison and community outreach Market research	PIIs	March 2011 – January 2012	\$617,851
Afghanistan/Pakistan, Middle East	Media liaison and community outreach Market research	PIIs	December 2011-30 January 2013	\$1,834,084.50
Indonesia	Potential irregular immigrant community liaison Updating of public information campaign materials	PIIs Potential crew	June 2012 – June 2013	\$800,000
Indonesia	Joint public information campaign with Indonesian authorities – two public events held in Bali and Kupang	Potential crew	September 2012	Approx AUD \$10,000
Sri Lanka	Public information campaign	PIIs	October 2012 – January	Approx AUD \$350,000