

## QUESTION TAKEN ON NOTICE

**ADDITIONAL ESTIMATES HEARING : 08 February 2016**

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

**(AE16/177) - CN3297740 - Broadcast of the anti-people smuggling telemovie - Programme 1.1: Border Enforcement**

Senator Bilyk, Catryna (L&CA) written:

In relation to contract CN3297740 notified on Austender on 12 October 2015, titled “Broadcast of the anti-people smuggling telemovie”:

1. What is the title of the movie referred to, who produced it, and at what cost to the Department?
2. What services were/will be provided under this contract? Please provide a detailed outline of the contract requirements/deliverables.
3. In what countries, and on what channels/services will the film be broadcast or made available?
4. On what date(s) will broadcast occur?
5. Is the telemovie available online, and if so what is the URL?
6. Please provide a synopsis of the telemovie.

*Answer:*

1. The title of the telemovie referred to in contract CN3297740 is *Journey*. The total cost of this contract is AUD\$1.6 million for the dissemination (marketing and broadcast) of the telemovie.
2. The Department has contracted a company for the delivery of the marketing and digital strategy, and the broadcast of the completed telemovie in Iran, Iraq, Afghanistan and Pakistan in four phases:
  1. Awareness raising –promotion campaign before each broadcast;
  2. Launch – main broadcasts and repeats;
  3. Sustained awareness – social media including Facebook and broadcasts across YouTube channels and public service announcements; and
  4. Evaluation, reporting and impact study.
3. The telemovie will be broadcast in four countries - Iran, Iraq, Afghanistan and Pakistan, on the following television channels:
  - Pakistan: PTV
  - Afghanistan: Tolo TV and Lemar
  - Iran: Farsi1
  - Iraq: Lana TV
4. The first broadcast in Iran and Iraq was on 26 February 2016 and in Pakistan on 12 March 2016. The first broadcast in Afghanistan will be on 25 March 2016.

Additional broadcasts and repeats will be screened across all four countries and are scheduled for April and May. The final broadcasts and repeats are due to start in July 2016 across all countries.

5. Lapis Communications has placed a non-English version of the telemovie on its YouTube channel.
6. The telemovie *Journey* is a ninety-minute film that is inspired by true events. It portrays the journeys of people looking to travel illegally by boat to Australia. It highlights their personal situations and challenges they face along their journey. It includes the messages delivered as part of the Australian Government's *No Way* anti-people smuggling communication campaign. This includes the risks and dangers of travelling illegally by boat, the lies of people smugglers, and Australia's protection measures to preserve the integrity of its borders, including boat turnbacks.