

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

Question No. 36

Senator Hanson-Young asked the following questions at the hearing on 24 May 2012:

Senator HANSON-YOUNG: Okay. Let's be clear: that campaign was in relation to asylum seekers. Is that the campaign that cost \$810,000?

Mr Pezzullo: Yes, in the context of that financial year that that question on notice response covers.

Senator HANSON-YOUNG: So that was in relation to messaging to discourage people from taking boats to Australia as asylum seekers.

Mr Pezzullo: If you are drawing attention to the next paragraph, which refers to the expenditure of \$810,000, I will need to check the background details because I note that the next sentence then refers to the IOM campaign, which I am happy to come to and which is focused on the more direct point of your question. IOM, which is the internationally renowned International Organisation for Migration, assists us by the delivery through its community liaison officers—people who actually travel to coastal communities and villages in particular—messages like: 'Don't fall for this trick. When you get solicited to crew one of these vessels and are given a promise of a quick return, this is what will happen to you.' That program in Indonesia is delivered with the concurrence of the Indonesian government through the IOM. I will need to check how much of that \$810,000 is targeted at the so-called CLO—community liaison officer—activity and how much of it, if any, is connected to the other matter which I described: the social media campaign targeting potential irregular immigrants.

Senator HANSON-YOUNG: Let me clarify. The \$810,000 is the combination cost of those two separately targeted campaigns?

Mr Pezzullo: I think the answer is yes, but I will have to check.

Senator HANSON-YOUNG: Could you please.

The answers to the honourable Senator's questions are as follows:

Customs and Border Protection conducted two separate communications campaigns in Indonesia during 2009/10 to 2010/11.

The first of these campaigns was a public information campaign targeting Indonesian communities at risk of exploitation by people smugglers. This campaign cost \$810,000.

The second campaign was a community liaison officer project targeting potential irregular immigrants. This campaign cost \$816,988.

The combined cost of the two campaigns was \$1,626,988.

The table below separates the two streams of activity, identifies the different target audiences and provides the costs involved.

Location	Type	Target audience	Duration	Cost
Indonesia	Public information campaign	Vulnerable Indonesian coastal communities	November 2009 – August 2010	\$810,000
Indonesia	Community liaison officer project	Potential irregular immigrants in IOM care	June 2010 - January 2012	\$816,988