

## QUESTION TAKEN ON NOTICE

### SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

#### IMMIGRATION AND BORDER PROTECTION PORTFOLIO

#### (SE14/190) PROGRAMME – Internal Product

Senator Xenophon (Written) asked:

Can the Department clarify how the advertising framework operated in relation to the No Boat, No Visa campaign?

*Answer:*

The *By boat, no visa* campaign received an exemption from the Australian Government campaign process due to the urgent need to launch the campaign following the Regional Resettlement Arrangement announcement. The campaign was still subject to compliance with the underlying principles of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* and was certified as such by the then Secretary of the Department on 19 July 2013. The Department continued to comply where possible throughout the campaign period, such as undertaking tracking and evaluation market research.

The former Minister for Immigration, Multicultural Affairs and Citizenship and former Special Minister of State directed the department on 9 August 2013, to resume the *By boat, no visa* campaign advertising onshore during the pre-election caretaker period. The former Secretary of the department responded to both letters. All four letters and the campaign certification are published on the Department's website (<http://www.immi.gov.au/About/Pages/certification.aspx>).