

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

**Question No. 115**

**Senator Hanson-Young asked the following question at the hearing on 14 February 2012:**

Spokesperson for AG has said Australia is conducting communications campaigns in Indonesia to educate Indonesian nationals about the risks of getting involved as boat crew on asylum seeker vessels – and in Additional Estimates the Dept of Immigration said that their Department has provided some funding but is not responsible or aware of the features of these communications campaigns. Please outline the details of the campaigns, where they are occurring, their cost, the message they are communicating and how they are communicating it.

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

The answer to Question on Notice No. 38 from Additional Estimates hearing on 14 February 2012 provides an overview of Australian Customs and Border Protection's overseas counter people smuggling communications programs since 2009/10, including location, methods and expenditure.

Further details regarding the information campaign run in Indonesia is provided below:

On 23 November 2009, Customs and Border Protection engaged the International Organization for Migration (IOM) to design and deliver a counter-people smuggling communications campaign in Indonesia. IOM is an internationally respected organisation that works to help promote orderly and humane migration processes. The campaign revolved around a series of events and activities that were conducted from March to July 2010.

Responsibility for offshore communications campaigns was transferred from the Department of Immigration and Citizenship to the Australian Customs and Border Protection Service as a result of Prime Minister Rudd's 2008 National Security Statement. This entailed transfer of administered funding for campaigns from DIAC to Customs and Border Protection under Section 32 of the Financial Management and Accountability Act.

Some Indonesian communities are vulnerable to exploitation by people smuggling organisers who promise large sums of money but do not provide any information on the risks and consequences of crewing people smuggling ventures.

The campaign aimed to raise awareness among these communities of the dangers of people smuggling and the consequences of involvement in this activity. The IOM delivered the campaign in communities at risk of becoming involved in people smuggling activity, targeting potential crew, fishermen, boat owners, boat builders, and coastal industry workers across 14 villages in the provinces of North Sumatra, West Java, and East Nusa Tenggara.

*Aku Tau Penyelundupan Imigran Illegal Itu Salah* (I Know Smuggling Illegal Immigrants Is Wrong) was the campaign's central message and slogan. The campaign raised awareness of the consequences of involvement in people smuggling and encouraged people to report suspicious activity to the proper authorities. Other messages communicated were:

- People Helping People While Respecting The Law
- Doing The Right Thing Protects Your Dignity/Social Standing
- Doing The Right Thing Helps Irregular Migrants Who Are Victims of Smugglers
- I'm Proud To Be A Fisherman

The research phase of the campaign indicated that community-level interpersonal communication is the most effective approach to disseminating messages. Hence the campaign strategy revolved around a series of community outreach events – Workshops, Awareness Days, Movie Nights, Family Days and Festivals.

IOM also used collateral materials such as booklets, calendars, stickers, photos, videos and posters to attract the attention of target audiences and keep messages at the front of the audience's mind.

According to the final report supplied by IOM, the campaign achieved the following events:

- Local Champions Workshop
- Community Leaders Workshops
- Religious Leaders Workshops
- Fishermen and Coastal Leaders Workshops
- Family Photo Day
- Religious Leaders Outreach
- Movie Nights
- Radio Spots (Sukabumi region only) – broadcast on Radio Pantai Selatan, the leading station in the area.
- Lampung Province Key Opinion-Former Workshop including representatives and participants from local police, immigration, port and transport authorities.

Since the campaign, we have received reports of several instances of people in these villages subsequently reporting suspicious activity to local authorities.

In 2010 we began to move away from broad public information campaigns to a direct messaging approach focusing on potential irregular immigrants in key source and transit countries. Research had indicated a significant lack of awareness of issues surrounding irregular migration among PIIs and it was decided that directing communications campaigns in that direction would prove a more effective use of our available resources.

The cost of the public information campaign was AUD810,000. Customs and Border Protection is negotiating with IOM to continue delivering communication services to the end of the 2012-13 financial year and anticipates that a public information component will be included.