

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/098) PROGRAMME – Internal Product

Senator Boyce (L&CA 124) asked:

Senator BOYCE: Would you have done an assessment at the time as to whether you thought the campaign was succeeding?

Mr Bowles: We would have done some work at that time. I can take that on notice.

Answer:

The Universal McCann (UM) report stated that the *By boat, no visa* campaign advertising received an estimated 345 (Target Audience Rating Points) TARPs per market across the active period.

The final report by McNair Ingenuity on the *By boat, no visa* campaign stated:

- With more than half the respondents recalling the advertising, awareness of Department of Immigration and Border Protection advertising is fairly high.
- The campaign was effective among diaspora community groups and English-only respondents alike.
- There was no significant difference in recall of advertising between English-only respondents and the diaspora community respondents.
- There were 55 per cent of respondents who said they were aware of advertising on Australia's asylum seekers by boat policies; 57 per cent of English-only respondents were aware of the advertising.
- The main feature of the advertisement recalled was:
 - Come by boat and you won't be settled in Australia (40 per cent).
- When prompted, 56 per cent of respondents recalled seeing or hearing the "You won't be settled" message. Sinhalese (71 per cent) were more likely to recall the campaign, once prompted.
- The main messages recalled were:
 - Come by boat and you won't be settled in Australia (43 per cent)
 - Don't come by boat (27 per cent)
 - Apply the legal way, instead of coming by boat (24 per cent).
- Respondents who had seen or heard the advertisement saw it on television and in newspapers.