

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/099) PROGRAMME – Internal Product

Senator Seselja (L&CA 124) asked:

Senator SESELJA: Of that \$6.5 million, you said some was in the mainstream, the dailies and the like, and some was targeted at language newspapers and stuff. Are you able to give a split of that?

Mr Manthorpe: We could give you the breakdown. The bulk of it would have been on the mainstream.

Senator BOYCE: What was?

Mr Manthorpe: The mainstream media buy would have been the most expensive piece—

Senator SESELJA: So that breakdown is available now, or is it on notice?

Mr Manthorpe: We will take it on notice.

Answer:

The breakdown of the \$6.5 million ‘*By boat, no visa*’ advertising campaign (figures have been rounded to nearest thousand):

- Mainstream: \$6 203 000 ex GST and
- Culturally and Linguistically Diverse (CALD) media: \$294 000 ex GST